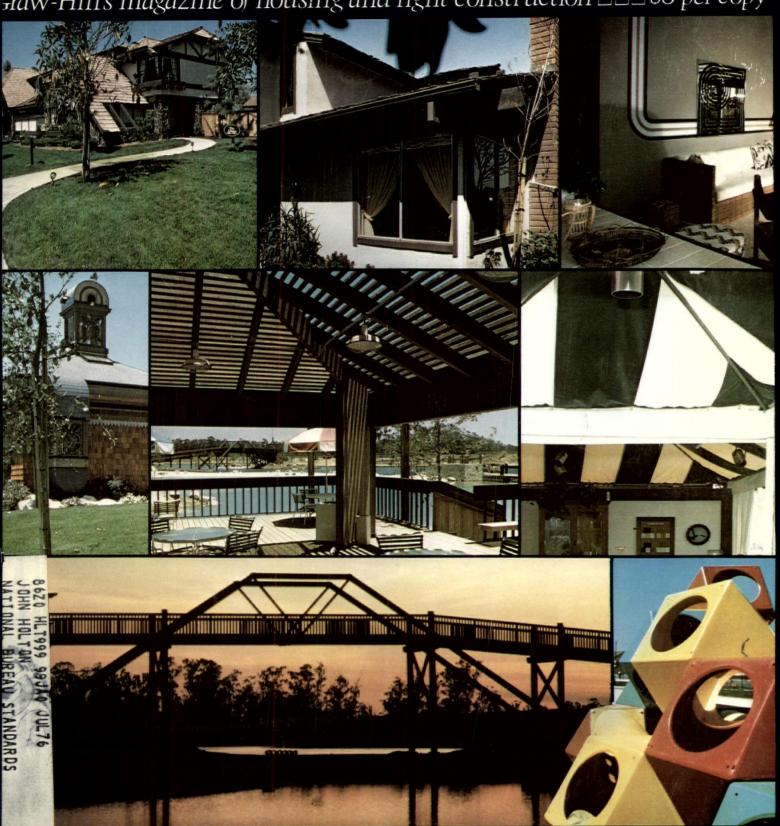
# TOUSE & TOINE Fraw-Hill's magazine of housing and light construction \$\sigma 53\$ per copy



m the sales smash of '76:
ight lessons in designing for the market

w a small builder profits from big-builder experience actical answers to remodeling problems

## "Our flooring contractor installed 28 Armstrong Tredway" floors over concrete in a single day. Unbelievable!"





Charles S. Dreyer, V.P., Alison Mortgage Investment Trust, builders of Carousel Resort Condominium, Ocean City, Md.

"Our buyers were due to take occupancy in a month, and the kitchen floors were yet to be installed in our new 22-story condo-complex in Ocean City, Maryland. That was only the beginning. The building was of all concrete construction, and even though the floors had been capped with a thin coat of concrete, there still was significant unevenness. To install any ordinary resilient would have required further subfloor preparation - thorough sanding of the subfloor in all 189 units. Imagine that in terms of time and cost. Finally, we wanted a flooring which was readily available locally and which had a strong, merchandisable brand name

Tredway Installs Easily Over Concrete

"Then we remembered Armstrong Tredway. We'd used it once before, in another project, and we thought its unique properties were right for this job. A band of Armstrong Interflex™ adhesive along the edges permanently bonds Tredway to a concrete subfloor. Its elasticity allows it to bridge over minor subfloor irregularities associated with concrete and, because of its flexibility, Tredway cuts, fits, and handles

easily for fast, uncomplicated installation."

#### Tredway Installs Quickly

"All the Tredway installations were completed on time. And what is remarkable is

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Tredway installs over concrete with just a band of adhesive.



Tredway Beauty Helps Sell Units

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"For beautiful quality flooring that installs easily and quickly, we highly recommend Tredway to other builders."

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Cover: scenes from Woodbridge (see pp. 76-87). Top row (1. to r.): Woodbridge Estates, Woodbridge Patio Homes exterior and interior. Center row: Woodbridge Crossing sales office, snack bar area on the lake, temporary tent sales office for Woodbridge Place. Bottom row: the wooden bridge, climbing cubes from a children's park. Photos: Julius Shulman

#### HUD's new-town program shakes down into multimillion-dollar mess

The new town of Flower Mound was to go on the auction block in Texas last month, signaling a massive shakeout of the government program that has financed 13 such projects with \$294 million in federally backed bonds since 1970.

Three other new towns also are scheduled to be foreclosed shortly and three more "may be transferred to new ownership without a HUD takeover," says James F. Dausch, administrator of the program in the Department of Housing and Urban Development.

Four of the six remaining projects are already operating under a financial plan that provides for HUD to make annual interest payments of \$6.9 million on their \$102 million of bonds. These six "have the potential" of surviving under their present management, Dausch says, but only St. Charles, near Baltimore and Washington, and Soul City, near Raleigh/Durham, N.C., are now making their own interest payments.

Where did money go? Dausch is drafting a white paper that will spell out how the developers spent the \$280 million they received from bond sales through February 1975, plus their private borrowing and equity capital. An earlier HUD investigation revealed that \$80 million was used for interest payments and fees, most going to bond holders; \$56 million for overhead and salaries; \$120 million for land purchase and \$94 million for construction.

HUD's new-town policy is to keep as many afloat as possible, since in most cases, Dausch claims, this minimizes the losses to the U.S. Treasury. Foreclosure by HUD does not necessarily indicate that HUD is shutting down, walking away, and selling off the assets for whatever they will bring.

Instead, foreclosure sometimes enables HUD to spend additional sums on the project that might not otherwise be legaland thus keep development under way.

Pipeline into Treasury. HUD's New Community Development Corp. has a revolving fund derived from fees paid in by developers. The fund can be tapped to help new towns in distress. The corporation can

also borrow from the Treasury to refill the revolving fund, if need be, just as it borrows from the Treasury to pay off holders of guaranteed bonds that are in default.

Officials of HUD suggest that as much as \$50 million to \$150 million in additional Treasury borrowing may be necessary to complete the workout program for shutting down the new towns that have to be shut and for keeping the others going.

Horror story. The horrible example usually cited is Gananda. Now set for HUD acquisition, Gananda spent \$13 million for construction, \$34 million for financing charges, \$5 million for overhead and planning and \$6.7 million for land. It has 200 developed lots and total sales revenues of a mere \$5,000. Thomas

Farrell, president of the Gananda Development Corp., says that the original investors lost their entire \$1.4 million and bank creditors "probably will lose the vast majority" of their \$9 million investment.

Dausch has gotten approval to go ahead with a complete withdrawal-paying off the bondholders and bringing in a conventional developer "as part of our arrangement for extricating ourselves." A conventional subdivision would be built around existing roads, schools and the like, and the rest of the land would be sold off.

One or two other new towns may go this route, Dausch says.

Other foreclosures. Besides Flower Mound and Gananda, the other new towns to be acquired by HUD are Cedar-Riverside, the only new-town town in the program, and athan, outside Minneapolis.

Flower Mound, says Daus is the only new town for wh "potential developers are ba ing on our door." Dausch fe sees working out a joint vent "with HUD putting up the la and [the developers] putting the management and overhe and dividing up the proceed The Flower Mound pattern, suggests, is likely for others they go through the wringer

Negotiations on Jonatl that would bring in as deopers Philadelphia's Landt Corp., which is now manag the property for HUD, h stalled since HUD's decision foreclose. President Peter C. quer of Landtect says his f

#### SUBSIDIZED NEW TOWNS: WHERE THEY STAND

		To posit To the Table		Section of the	STATE OF THE PARTY
	So Far a	Success	Under F	resent Man	agement
	U.SBacked Bonds Outstanding	Housing Units	Roads	Population	Remarks
St. Charles near Baltimore, Washington	\$38 million	2,000	30 mi.	10,000	Has 42.5 miles of sewer, 4 schools, go course, tennis courts, swim pools, commercial and industrial firms on site
Soul City near Raleigh/ Durham, N.C.	\$5 million (\$5 million more to be floated)				Highly experimental, little development

	floated)				
	May	Make It U	nder Pre	sent Develo	pers
	U.SBacked Bonds	Units	Roads	Population	Remarks
Woodlands near Houston, Tex.	\$50 million	500		700	Has sold 300 acres to builders, 300 fo industrial/commercial development. H schools, rec facilities, roads, shopping
Harbison near Columbia, S.C.	\$413 million	12	2 mi.		Only non-profit developer. Has 4 miles of sewer.
Shenandoah near Atlanta, Ga.	\$25 million	8	3 mi.		Has 14 miles of sewer plus rec building
Maumelle near Little Rock, Ark.	\$14 million	40			
	Foreclosure	Possible	-New C	wners to be	Brought In

	Foreclosure	Possible	-New C	wners to be	Brought In
	U.SBacked Bonds	Units	Roads	Population	Remarks
Riverton near Rochester, N.Y.	\$16 million	300			HUD trying to get Arlen Realty & Development to put in new capital.
Park-Forest South near Chicago, III.	\$30 million	2,200	40 mi.	6,000	Has schools, rec facilities, industrial/commercial buildings.
Newfields near Dayton, Ohio	\$18 million	59			
		To	Be Forec	losed	
	IIO Dested Dende	11-14-	Danda	Denulation	Demorks

	U.SBacked Bonds	Units	Roads	Population	Remarks
Gananda near Rochester, N.Y.	\$24 million	None			Project shut down late 1974. Convention subdivision may eventually be built after HUD sale.
Flower Mound near Dallas, Tex.	\$18 million			200	Foreclosure sale to HUD was schedule Sept. 7. No development since mid-'75 HUD reports several new developers interested in entering joint venture with HUD to keep project going.
Cedar-Riverside, Minneapolis	\$24 million	1,200		2,800	"In-town new town" is tied up in environmental court case.
Jonathan outside Minneapolis	\$21 million	810	11.5 mi.	2,500	Has village center, commercial/office buildings. HUD negotiating with Landte Corp. to take over.

## he Woodlands: a new town where they're doing something right ...

another of those bandwagon mes designed to conjure visas of whispering pines, babng brooks, picture-postcard If links and lazy afternoons ere the living is easy.

The 20,000-acre development miles north of Houston has it , just as some other new wns have, but the name and ppings are where the similarends. For the Woodlands is ying its way.

The parent Mitchell Energy & velopment Co. has made the ginal new-town promise me closer to true for the odlands than for almost any the other such projects.

President George P. Mitchell ls the Woodlands a success eady, three years after its ening, and he has iron-clad ures to disprove publicized ims to the contrary.

Not in trouble.' "We're defiely not in trouble," Mitchell intains. "We had a few probns, but you have to expect at in a project like this. It just esn't blossom full-grown

Here are just two late developnts in the success story:

 Jack Eckerd Drug Co. has now decided to build a multimillion-dollar warehouse distribution center on 26 acres at the Woodlands.

 A Los Angeles-based oilfield equipment manufacturer has leased a 52,000-sq.-ft. building in the Woodlands' metro center; also locating in the office/industrial park will be the International Institute of Applied Science and Technology of Texas, a division of Training Systems International, which has leased more than 6,300 sq. ft. of space.

The oil companies. Continental Oil's advance exploration group had already leased 6,600 sq. ft., and Texaco's market training division had leased 1,200 sq. ft. and committed to 18,000 man-training days over three years at the Woodlands' conference center.

And Von Hagge & Devlin, golf course architects and land planners, had leased 1,400 sq. ft. at the Wharf office building at the project.

Building. Phillips/Hurst Properties is breaking ground on a \$3.6-million, 400-unit apartment project. The first phase will contain 200 apartments.

Centennial Homes has purchased 151 lots, has a commitment to build \$1.2 million in new homes and is now opening three models.

Construction is about to begin on the Woodlands' first church.

And the \$9-million J. L. Mc-Cullough High School opened last month with 2,000 students and 140 faculty and staff mem-

'Good place to live.' Several other companies are occupying or have committed for space in other facilities at the Wood-

Mitchell attributes much of the success to the "dynamic" economy of Houston, good longrange planning and careful management. Mitchell spent millions for research and studies before a shovelful of dirt was turned

"You have to offer people and companies the incentive to relocate here," he says. "A good tax base and employment pools, a good place to live. We have all those things."

Among other things, that planning Mitchell speaks of has led to five environmental protection awards.

Secret of success. Asked precisely what makes Woodlands a success, Mitchell explained:

"Location. We are on a major highway with direct access [to and from Houston or Dallasl. and we are close to the airport but not under a flight pattern. We have rail on the site and we're in a growth corridor.

"Our land purchases were executed with great care over ten years. So we have very few parcels in the middle of the property to make planning difficult. We have good management. We recruited from all over the nation to find the excellence we demanded. And the financial backing of the energy company allows the community to withstand the drastic cyclic swing of the economy.

"We have good marketing Jim Rush, in charge of marketing, was NAHB marketing man of the year 1975-1976 and an excellent advertising program."

-BOB LEE McGraw-Hill News, Houston

#### . and Flower Mound, where just about everything seemed to go wrong

er five years and the expendie of \$18 million in HUDaranteed funds, the situation ort on the new town of wer Mound runs like this:

A grand total of five home-lders signed up, with only o still building and one sellinventory.

About 100 homes comted and 90 of them occupied. About 200 lots developed, st of them sold, and another 5 partially developed.

Between \$8-\$9 rth of sewer and water facilis in the gound.

One 14,000-sq.-ft. visitors' nter, now owned by the wisville independent school

• A covered swimming pool, tht lighted tennis courts and ir parks (70 acres total), which ve been dedicated to the town Flower Mound.

The dream. Flower Mound w Town (FMNT), the "6156re" new-town-in-town, is sitted just north of the Dal-/Fort Worth airport. It was inched in September 1971 on the sale of \$14 million in debentures, and it was projected as the home of 60,000 people by 1990. By August 1976 HUD was foreclosing on the property.

On paper, Flower Mound had many things going for it:

It was near the world's largest airport in a rapidly growing area with a strong economy and soaring land values.

Raymond D. Nasher of Dallas, with an excellent track record as an imaginative developer, was one of the partners and was in charge of design and development. (He sold his 25% interest and got out in 1974.)

A prestigious group of consultants was involved in planning and development. (In a fit of hyperbole, a press release called this "one of the most innovative planning processes in the history of mankind.")

And reality. The developers later admitted, however, that too much time was spent on planning. The project fell 18 months behind schedule, and there were serious delays in making decisions.

Inflation took its toll. Then red tape and lengthy review processes required by HUD, the state of Texas, Denton County, the North Central Texas Council of Governments, and the cities of Dallas and Flower Mound dragged the project further behind schedule.

The result was that, just as Flower Mound reached its takeoff point, the housing recession worsened, interest rates soared and the developers ran out of

The blame. Developers lay much of the blame to HUD, citing red tape.

In turn, HUD charges that the developers furnished unrealistic financial forecasts based on land they did not control. (They owned only 4,000 of the 6,156 acres included in the plan.) The department says the developers also counted on a key freeway that might not be built and relied on outdated or inadequate market studies and on an incorrect analysis of industrial and employment potential.

And HUD says the developers

inflated the value of the land. It was worth \$18 million, the department insists, not the claimed \$30-\$33 million.

And the curtain. The final blow, according to Edward Marcus, the major partner in the project, was a refusal by HUD in 1975 to approve an additional \$10-million guaranty. (The final \$4 million in debentures, of the original \$18 million guaranty, were sold in 1975.) With that, Marcus announced there could be no further development.

The old village of Flower Mound surrounds Mound New Town and has a population of 3,000. From the outset the old-town was divided. Half of its citizens feared the urbanization and the taxes that would come with the development of the new town, and there was a years-long political wrangle between the proponents and opponents of new taxes and annexation. The dispute added to the frustrations of the developers.

> -LORRAINE SMITH McGraw-Hill News, Dallas

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At Simpson, the foundation of our forest management program is sustained yield. The idea is quite simple, really. It means harvesting mature timber at a rate that's consistent with new timber growth, so there will always be a continuous supply of wood for future generations as well as the

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And Ruf-Sawn Redwood Plywood is offered in a wide range of patterns to fit a multitude of designs and budgets.



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#### Housing market crazy quilt: Boomlets build up alongside bust-ups

In the most checkered housing market in memory, American builders are experiencing both boom and depression.

In some three-quarters of the country, leaving out the Northeast and Southeast, there is a boom; in fact, two booms.

Single-family homes in this part of the country are going up at the second-fastest rate since the 1950s. The existing-home market, breaking all records nationally, is stronger the farther west one travels.

But markets in the Northeast, Florida and Georgia are depressed across the board.

And the apartment market remains bogged almost every-

These are findings of Advance Mortgage Corporation's current semi-annual survey, U.S. Housing Markets, which compares housing trends in 17 major markets. Advance, with headquarters in Detroit, is a subsidiary of Citicorp, New York City.

'Disappointing.' President
Robert J. Mylod of Advance
sums up:

"The figures suggest a rather flat market, a disappointing recovery rate. But concealed within them are both boom and depression."

The western three-quarters of the U.S.—leaving out Northeast and Southeast—will start 750,000 single-family homes this year out of a U.S. total in the range of 1.1 million, the survey finds. This will rank a close runner-up to 1972 as this region's second-best single-family year in almost two decades. The dollar value of this production will surpass 1972 by more than 40%.

California. The single-family boom hinges on California and centers in southern California.

This will be a record year for one-family starts in the state. A total of 130,000 is indicated, more even than in any year of the frantic building spree of the early 1960s, when in-migration was heavy. There have been months this year when California institutions made nearly 30% of all U.S. mortgages. Newhome demand is so strong that one Orange County tract had an 8,000-name waiting list and had to go to a lottery to choose its first buyers.

Existing-home sales nationally are 20% above last year's

record. But the trend is regionally biased. Home values in the West are appreciating nearly three times as fast as in the Northeast or the South. (There is no separate index for the Southeast.) There are parts of Los Angeles and Orange Counties where homes are appreciating 30% a year; the average is close to 20%.

So far, Mylod observes, home demand, especially in California, seems impervious to the recent increases in mortgage rate and price. These only confirm people's belief that homeownership is a good hedge against inflation. Lenders are still swamped with applications and San Diego builders are acquiring land for a 40% increase next year.

Lag in the East. Markets in the Northeast and in Florida and Georgia are almost all depressed. Single-family starts are more than a third below the peak for the 1970s. In some

southeastern markets, even existing-home prices are declining; new listings come in twice as fast as sales. Although rent raises have been authorized under amendments to rent-control laws in Boston and New York, the rents can no longer be raised because of the market's resistance.

And the apartment market remains bogged almost everywhere. Except for perhaps half a dozen local markets, Houston the most notable, multiple starts show slight improvement over last year's long-time low.

One factor impeding the apartment recovery is the existing-home boom. By draining off so much of the thrift institutions' record supply of savings, that market has kept mortgage rates from falling to a level that would turn on apartment construction.

Behind the decline. The problem in the Northeast is mostly, and in the Southeast partly, economic, the survey found. Muc of the Northeast has been do clining economically and losin population since the 1970 recession. The New York-Long Islan area, for example, has 13% fewer jobs than in 1970.

In Florida, the burden of heav unsold inventories is compounded—and to some exter created—by recent economi setbacks. Miami-Fort Laude dale, for example, has 7½% fewer jobs than at its 197 peak—the largest two-year decline of any major market. Thi hurts worse because it follow years of prodigious growth.

It should be added that, eve in what is locally perceived a decline and weighed down by inventories, Miami and Atlant are still gaining population building significantly more that last year and outbuilding most other markets on a per capit basis.

There are some southeaster home markets that are strong b any criterion—Washington an Baltimore, for example.

Cost problem. Even the stron markets, Mylod observes, re main vulnerable to bottleneck and rising costs. In Houston where there is a labor shortage one builder's costs, exclusive of land, have been increasing 1.89 a month. In all but one of thi year's strong markets-not jus in California—there is a shor age of builder lots. The new lot are coming in at prices 15% t 25% higher than the old. Severa markets are virtually out of buildable land; Orange Count may soon join that number. Th recession thinned out the poo of experienced subcontractor almost everywhere.

A decade-old concept making a comeback may provide a partial solution to housing cosproblems, Mylod says.

"Modular housing was tried as an answer to the housing cosproblem in the late 1960s. I failed for a number of reasons which were not intrinsic to the concept. Now the new HUL code for mobile homes has, by sort of sympathetic vibration revived the modular concept. The new modulars are being run on existing mobile-home as sembly lines. They have the benefit of a uniform nationwide code. They appear to have every chance of succeeding this time."



**Forlorn Flower Mound** epitomizes plight of most of HUD's new towns. Launched on \$18 million in hot Dallas home market, it spent itself into foreclosure in five years. Site is weedgrown today. Story page 5.

#### HUD's new towns in a mess ... from page 4

has financing lined up and is still interested, and Landtect officials indicate confidence that any HUD foreclosure move would not be an adversary move but a positive step to keep Jonathan going.

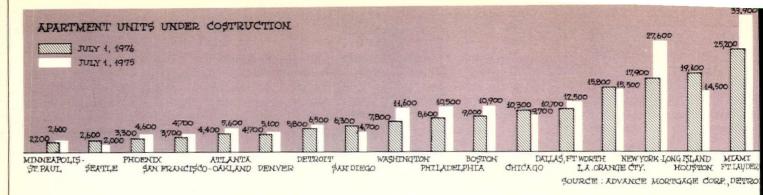
Riverton rescue. At Riverton, a takeover by Arlen Realty and Development Corp. of New York has been in the works. Arlen would put in \$2 million over ten years and guarantee to meet operating shortfalls over three years up to \$2 million. HUD, for its part, would pay the bond interest for ten years.

For the Woodlands, Shenandoah, Harbison and Maumelle, HUD has taken over all bond interest payments since July 1 as part of a management scheme to help owners keep projects going. The developers pay equivalent amounts into an escrow account they can draw on themselves, with HUD's approval. Dausch says the companies "have the money to do this . . . until early 1978 at least."

And still more bonds. Soul City will be allowed to issue another \$5 million in bonds. It is considered "more experimental" as a rural country, build-it-from-scratch project.

St. Charles recently was allowed to float \$14 million in bonds in addition to its original \$24 million. Some \$4 million of the new borrowing is to pay back HUD for HUD's own payment of bond interest on the original \$24 million.

St. Charles, says Dausch, is "doing very well" selling one or two houses a day; so, he says, is the Woodlands. —Don Loomis



#### The long lost multifamily boom: A hint of it in '77, then a slump

Like a mirage, the recovery in multifamily construction keeps receding.

VE VV O/IVIII III III I I I I

Multifamily building remains bogged almost everywhere. (See Housing Market Crazy Quilt, p. 8). And yet both optimists and pessimists are finally nearing agreement that 1977 will see a moderate increase.

Now the bad news. There is also a new consensus that next year's uptick will represent the cyclical peak, with a slump in 1978.

Even at Citibank in New York, where the word "boom" was used last summer in the most bullish prediction of multifamily building prospects on record so far, Senior Economist William Garretson now concedes.

Lowered sights. "We're not as bullish as we used to be," Garretson admits. "We don't see it going back to the 900,000-unit level of 1972 for the next decade."

The as-yet-unformulated Citibank forecast for 1977 is likely to have multifamily starts well over 500,000 and perhaps up to 600,000.

The analyst with perhaps the most pessimistic long-term view is Chief Economist Michael Sumichrast of the National Association of Home Builders. He predicts multifamily starts will number 338,000 for 1976 and only 448,000 in 1977.

'If Carter wins.' After that, says Sumichrast, "if Carter wins [this year's presidential election], there will be a drop in [apartment] starts in 1978. The Treasury bill rate will go much higher, and we will be left without mortgage money."

Sumichrast calls 6½% yields on Treasury bills the trigger point at which this form of competition lures deposits away from mortgage-lending savings and loan institutions.

Sumichrast's bill-rate prediction is not controversial. Even Democrat Alice Rivlin, director of the Congressional budget office, while certainly not blaming Carter, predicts bill rates will rise from under 5½% now to 7.1% by the end of 1977. Garretson of Citibank agrees.

Threat to credit. The Federal Home Loan Bank Board's economist, Michael Kaplan, fears that interest costs may choke off credit for apartments in 1977. "A credit-cost rise would shut off a recovery before the internal dynamics of the multifamily market allow any improvement," he warns.

And Economist Kenneth Thygerson of the U.S. League of Savings Associations (Chicago) sounds a warning of a different sort.

The decline in the apartment vacancy rate, he points out, "is of the amplitude anticipated.

"Most of us assumed it would take only a year to work off the overbuilding of 1972-4," Thygerson explains, "but now we don't know how large the inventory of unsold units of all types is or how long it will take to absorb it."

Those economists who are

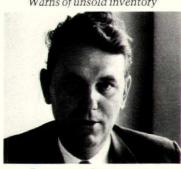
willing to estimate the unsold inventory now put it at something more than 400,000 units of all kinds.

The vacancy rate is, however, down around 5½% in comparison with 8% in the mid-sixties, when a multifamily boom was in the making. So Kaplan finds it puzzling that rents have not risen more readily.

Elusive profits. "Given the



ECONOMIST THYGERSON
Warns of unsold inventory



ECONOMIST SUMICHRAST A decline 'forever, really'

#### Apartment mortgages ease in California

A gap in income-mortgage availability is opening between California and the rest of the nation, Advance Mortgage Corp. of Detroit has just reported after a national survey of rates.

In California, rates for typical new apartments and mediumsized shopping centers have dropped to 9½% since August 1. The typical mortgage term is now 30 years.

Elsewhere, typical mortgage rates for new construction in these categories remain at 934%. Terms range between 28

and 30 years. These conditions have remained essentially unchanged for the last three months.

The California combination of rate and terms, explains Vice President Philip H. Kozloff of Advance, is equal to a 10.1% constant (annual payment of interest plus principal). A 10% constant is the magic number which many developers have said would revive apartment activity. Elsewhere, the constant ranges between 10.31% and 10.44%.

large increases in both construction and maintenant costs of rental units in receipears, the rise in rents nationally is hardly adequate to provide a profit incentive for really significant rise in multifamily construction," Kapl has written in a Bank Board publication.

The staff of the Labor Deparement's Bureau of Labor Stattics, which measures rent creases, is also perplexed. next April the staffers will introduce an improved rent indeand they already concede to present index may no longer accurately tell what is happening to rents.

The quiet generation. No living styles are impinging the market too. The M.I.T.-H. vard Joint Center for Urb Studies has just suggested th since the formation of ne households has slowed cons erably, some 300,000 few housing units may be necessar each year into the foreseeal future. The center has all noted that more young peop are now living at home, and longer periods, than in the car free days of the youth rebelli in the 1960s.

Long-term slump. If Sun chrast is correct, the private re tal market is in for a long-term secular decline over the ne "twenty or fifty years—forevereally."

He rests this projection upon two forces, a general tenden for the government to reduct the incentives for construction of multifamily projects and the political advantage number give renters over landlord Warns Sumichrast:

"With rent controls—leas in perpetuity—we are getting like England, where you can eject people. Even after dea they can bequeath the apar ment.—S.V.

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LOF

#### California gets full veto power over building along its coast

California will have a coastlineprotection law setting up a permanent state commission with veto power over development along 1,070 miles of Pacific Ocean frontage as a result of action by the legislature and Governor Edmund G. Brown Jr.

With the Democratic governor taking the leadership, the Sacramento legislature wound up a bitter fight by passing three bills establishing regulations for the commission. The legislation gives the new 15-member body life-and-death power over all development along the coast and, in most cases, for 1,000 yards in-

The legislation takes effect January 1.

Governor Brown hailed passage of the bills as a "victory for the people who want to protect the coast." The author of the key policy measure, State Senator Jerome Smith (D., Saratoga), termed the legislation "the best coastal law in the country."

Defeat for builders. The measure, amended dozens of times during legislative consideration, won support of the Associated General Contractors, organized labor and some utilities. Builder and developer groups opposed the restriction to the last, although one spokesman for the California Real Estate Assn. said an agreement between Governor Brown and organized labor on amendments as "very helpful."

(For a full report on builders' reaction, see story on page 16.)

The amendments were inserted in a separate follow-up bill by Assemblyman Gary Hart (D., Santa Barbara). This measure will require state-legislature ratification of commission action designating any area along the coast as a "sensitive" ecological area.\* This at least gives opponents of commission decisions recourse to the legislature.

Regional regulators. The Hart bill also abolishes regional commissions, which would be formed to help the statewide



GOVERNOR BROWN Led fight to protect coast

commission, after two years, terminating them June 30, 1979. Organized labor and developers have been critical of decisions of the regional commissioners,



STATE SENATOR SMITH Best coastal law in country'

which have operated since 1972 under an initiative approved by the voters pending legislative action on permanent coastal controls.

#### New presidents for S&L leagues

The United States League of Savings Associations has nominated John A. Hardin as its 1977 president. He moves from the vice presidency to succeed Robert H. Hazen.



U.S. LEAGUE'S HARDIN They'll take over in New York . . .

Hardin has been president of First Federal S&L of Rock Hill, S.C., since 1966. The S&L has \$88 million in assets.

Hardin has been president of the South Carolina S&L League and was a director of the Federal Home Loan Bank of Greensboro, N.C., since shifted to Atlanta. He has been elected mayor of Rock Hill three times and is a commissioner of the South Carolina Housing Authority.

Second in command. Stuart Davis of Beverly Hills, Calif., has been nominated as the league's vice president. He's chairman and chief executive of Great Western S&L Association (assets: \$5.3 billion) and its parent, Great Western Financial Corp., both in Beverly Hills.

The U.S. League will elect its new officers at its convention in New York City Nov. 14-18.

With headquarters in Chicago, the organization has 4,475 member associations and they hold 98% of the nation's S&L assets of \$375 billion.

National League. The National Savings and Loan League has selected D. D. McClatchey as its nominee for president in 1977. He will replace Arthur Tonsmeire Ir.

McClatchy is president of Olney Savings Association, Olney, Tex. He has been director and vice chairman of the Federal Home Loan Bank of Little Rock, Ark., and is a past president of the Southwestern S&L conference and of the Texas S&L League.

James J. Heagerty, president of First City Federal S&L in Bradenton, Fla., will succeed Mc-Clatchy as league vice president. Both nominations are unopposed.

The National League convenes in San Francisco, Oct. 17-21. Based in Washington, it has about 500 members.



NATIONAL LEAGUE'S MCCLATCHY ... and in San Francisco

The Hart bill met other objetions by restating existing leg. guarantees that a landowner property cannot be taken with out compensation.

The third bill in the packag with Assembly Speaker Leo Me Carthy (D., San Francisco) as th author, provides \$1.5 million for the state commission's opera ing expenses. Other provision allocate \$23.5 million for acqu sition of coastal park land an \$6.3 million to expand th state's system of "hostels," of shelters, for coastal visitors.

The victors. Environmenta lobbyists in Sacramento wer pleased with the legislation.

"We are happy and satisfied, summed up Larry Moss, repre senting the Planning and Cor servation League.

In some instances the stat commission can control devel opment for only 300 feet inland In others, where ecological corsideration is a factor, it can regu late for five miles inland. Bu most of the coastline has a 1 000-yard inland boundary as de fined by a map in the Secretar of State's office. The San Fran cisco Bay Conservation and De velopment Commission's area of jurisdiction are excluded from state control.

Criticism. Robert Burt, direct tor of energy and environmen for the California Manufac turers Assn., said the law wil make industrial development of expansion virtually impossible and he added: "The policy lan guage in the [Smith] bill is so general the commission can jus about do what it wants. In some ways it will be more powerfu than the legislature."

Local governments will issue building permits but their ac tions can be appealed by oppo nents to a regional or the state commission. Major public works projects or major energy facilities will require a commis sion permit as well as local gov ernment permit.

Permits will be required for nearly all construction. Excep tions will include improve ments to existing single-family homes, some maintenance dredging, repair or maintenance activities, developed urban areas and some utility connec-Tom Arden tions.

> McGraw-Hill World News Sacramento

<sup>\*</sup> Area in which plant or animal life or habitats are either rare or especially valuable because of special nature or role in an ecosystem and which could be easily disturbed or degraded by human activities and developments. The follow-up bill provides that the legislature must determine whether an area is to be protected as sensitive.



# **ANOTHER REAL STANDOUT**

The Leesport now joins the "CUSTOM LI-MITED" group, Quaker Maid's cabinet program that offers fast, four-week production. This new door style has a raised panel that really stands out. It's a custom paneled door without the high

premium price tag. Beautiful cherry, pecan or stately oak are available. Leesport, Clarion, Monarch, Mayflower and Modulus II are all customized with Quaker Maid's exclusive

hardware and their entire range of colors and woodtones. The "CUSTOM LIMITED" group's fast production makes it ideal for builders desiring to upgrade their housing units with custom kitchens. Competitively priced and created with

all the quality and durability Quaker Maid is noted for, the "CUSTOM LIMITED" group can become your real standout for greater sales.



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#### The camera doesn't lie.

Color bars represent hottest to coldest temperatures, top to bottom: white to yellow to red, hottest; violet to green to blue, coldest. The hotter the temperature shown. the greater the amount of heat being lost. Doors are shown from outside, looking in. Temperatures during photography were 0° F. on outside, 70° F. on inside.

We've used a remarkable new camera to lustrate something you should know about: ne energy-saving advantages a Pease ver-Strait Door System can add to your ouses, apartments, or condominiums.

-.3

The camera is called Thermovision. By sing infra-red principles it actually hotographs escaping heat. The escaping eat shows up as colors explained by the olor bars and caption above.

All that white, yellow and red in the hotograph of the wood door with the storm oor means a lot of escaping heat. (How nuch? Look at the facts in the chart below.) hat means higher fuel bills. Wasted money or the owner.

But the photograph of the Pease ver-Strait Door System shows mostly blues, thich means less heat escaping. More oney saved for the owner. And an extra elling point for the builder.

#### Exfiltration is as important as insulation.

How do we do it? Exfiltration is the key. Exfiltration is a word our engineers use to describe heat leaking out through improper

seals. Like the seal where door meets frame.

By stopping exfiltration better, we dramatically lower heat loss and fuel bills. And the same principle works with air conditioning: by stopping exfiltration better, we dramatically lower the loss of cooled air as well.

#### The secret is the system, not just a door.

It takes the whole Ever-Strait system to do the job. A warp-free steel door. A solid core of insulated polystyrene foam. A patented "thermal break." A completely engineered door frame with magnetic weatherstripping and adjustable sill and threshold. And it all arrives pre-hung and pre-primed, ready to install and paint.

#### 232 inches. Sealed just like a refrigerator.

Although most people don't realize it, the standard door has 232 inches of potential leakage around it. And if a house has three outside doors, it has three times as much potential leakage. Even worse, most of those inches start leaking as soon as the door is hung. Exfiltration.

But not a Pease Ever-Strait Door System. Why? Because our magnetic weatherstrip "reaches out" to form a positive seal with the door. Just like a refrigerator.

And the sill and threshold are uniquely designed to be another thermal barrier. They can be adjusted up or down to keep a tight, snug seal against the weatherstrip on the bottom of the door.

The result? A better mousetrap. Disguised as a beautiful door.

#### Speaking of beautiful doors . . . .

How would you like to have 40 to choose from? 40 different beautiful selling tools?

You just got them. And the name is Pease Ever-Strait. They're available in 2'6", 2'8",

3'0", and 3'6" sizes. Single or double doors. Patio or porch doors. Commercial or residential doors. With a variety of molding and light systems. With or without companion sidelights. And Class B (1 1/2 hour) Fire Rated, standard with Ever-Strait (2'6", 2'8", 3'0").



Shown is Style E55 in our Quintessence Series Beveled and tempered insulated glass that looks like rich hand-leaded glass. Stunning.

#### So talk to your Pease distributor.

Believe it or not, there's still more you should know about Pease Ever-Strait doors. How much they can save you in installation costs. How they'll cut down on call-backs. How much easier they'll make your homes

So see the man with all the facts. Your Pease Ever-Strait Door Systems distributor. Or write directly to us: Pease Company, Ever-Strait Division, Fairfield, Ohio 45023.

The facts point to Pease.





## Ever-Strait Door Systems

Pease Ever-Strait Door Systems are covered by U.S. Patent Nos. 3,153,817; 3,273,287; 3,238,573; 3,426,479. Others pending. PATENTED in Canada in 1965, 1966 and in the United Kingdom, 1962.

#### ESTIMATED COST\* OF HEAT LOSS THROUGH ONE DOOR SYSTEM PER HEATING SEASON:

	Heating System Used:						
Door System Used:	Oil	Natural Gas	LPG	Electric (Baseboard)	Electric (Heat Pump)		
Pease Ever-Strait 3'0" Insulated Door System	\$ 2.32	\$1.50	\$ 3.18	\$11.36	\$ 5.63		
Conventional 1¾" 3'0" Solid Wood Core Door with Storm Door	\$13.12	\$8.48	\$17.99	\$64.28	\$31.85		

\*Estimated cost of annual heat loss based on actual fuel prices in Cincinnati, Ohio as of July 5, 1975. Figured on basis of following heat system efficiencies: electric (baseboard) 100%; electric (heat pump) 200%; natural gas, 75%; LPG, 75%; oil, 75%. Average energy values: electric, 3,413 BTU/KWH; natural gas, 1,000 BTU/cu. ft.; LPG, 91,500 BTU/gal.; oil, 140,000 BTU/gal. Degree day data selected from ASHRAE Handbook of Fundamentals and other reference sources. Values rounded to nearest 200 degree days. Above computations based on 5500 degree days for Cincinnati, Ohio. Savings will be greater or lower in other areas depending on average degree days of location. Infiltration losses for the Ever-Strait Door System are based upon test results conducted by the H. C. Nutting Company Testing Laboratory. Infiltration losses for the wood swinging door installation with storm door are based upon maximum allowed infiltration loss as specified by ASHRAE standard 90-75. Complete calculations and references available upon request.

#### Builders cry havoc over California's new laws to protect its coast

The new laws protecting California's coastline are "a series of policy statements that are broad, vague and indefinite," according to Don Collin, executive director of the California Builders Council. He said the legislation contains provisions that give the new coastal commission carte blanche "to people the coast or keep people off the coast," but his guess is that development will be extremely limited.

(For story on passage of new laws, see page 12).

Collin said those who own developable land near urban areas "are in the driver's seat," and that the effect of the legislation may be to create "an elitist society" for the seashore. While the stated intent of the bills is to increase public access and recreation along the coast, Collin argued, developable sites will be so scarce that land prices will make it impractical to build single-family housing, visitor



Builders' Collin 'Awesome power'

facilities or recreational/commercial complexes.

'Lip service.' Although there has been "lip service" to balanced uses of the coast, Collin said, "as a practical matter, the bills tilt against development." He added that the coastal commission will have "awesome power" and that the broad policies in the legislation will give the new regulators leeway to justify whatever decisions they may make.

James K. O'Brien, executive officer of the Associated Building Industry, southern division, agrees with Collin.

"We're very unhappy with the legislation," he said. "It's going to have a depressing effect. I really don't know if in the long run it wouldn't be better if it were just left open to the forces of the market . . . I readily admit that



Builders' O'Brien 'We're very unhappy'

there can be some abuses, and doubtless there have been, but I don't know that this big-brother deal is the answer."

Regulator's assurance. Joseph Bodovitz, executive director of the State Coastal Zone Conservation Commission, disputed the builders' view.

"This is not a no-growth or an anti-development bill," he pointed out. "No one need have any fears that this is an effort to lock up the world.

"The bill will simply require efforts at more compact and concentrated development, leaving open space and minimizing interference with public views of the coast. It will increase access to the coast where this can be reasonably done."

In short, he said, the bill is "an effort to balance a lot of things that are hard to balance—the need for additional housing, the need for jobs, the rights of landowners along the coast, with the very obvious public values that

Wide support. Although California's organized homebuilders



REGULATOR BODOVITZ
'Effort to balance things'

opposed the measures, Bodovitz pointed out that "one of the truly remarkable things about the bills is that when they finally did go through the legislature, they had the support not only of the Sierra Club and all the principal conservation groups, but also the Associated General Contractors, the AFL-CIO, the League of Cities, the major California ports and utilities."

Under the new law, in Bodovitz's view, it would be very hard to get approval for a new major subdivision in a previously open area, but he stresses that "there are no absolutes."

One solution for a development might be to cluster housing, Bodovitz said, leaving substantial space unbuilt and providing open space or intensive visitor facilities on the immediate coast. He explained that such a plan has been discussed by the Irvine Company's officers with Orange County officials. The Irvine Ranch is the only major undeveloped property in

Orange coastal area.

Sheltered areas. The new le islation is not expected to have any significant near-term efferon building in San Francisc Sonoma or Marin Counties, it the opinion of Robert G. Brown acting director of the Nort Central Coast Regional Conservation Commission.

In San Francisco, the coast strip under commission juri diction is very narrow, and it so heavily developed that on



Sierra Club's Zierold 'Answers needs of contractors'

sporadic infilling occurs.

Much of the western Mari County is federal or state park

In Sonoma, where buildable lots are available, the coastal legislation will have a major impact only when a new subdivision is proposed. Existing subdivided lots in coastal developments such as Oceanic California's Sea Ranch, will continut to be built out.

Attempt at balance. The Sierra Club, whose headquarter are in California, calls the coastal legislation a model for sensitive-area protection, striking a workable balance amondiverse interests. According to the club's Sacramento legislative advocate, John Zierold, "the legislation preserves outright many important life-support systems, including 19 major estuaries, while providing protection for scenic, marine and wild life values.

"On the other hand, it an swers the needs of general contractors and the building trade unions, both of whom supported the final version, by establishing the certainty of where and how proper development may be carried out in less sensitive areas And it assures substantial public access to beaches and shore line."

—Jenness Keen

McGraw-Hill World News San Francisc

#### Palm Coast agrees to 42,000-acre site

ITT Community Development Corp. has announced that it has signed a consent agreement with the Federal Trade Commission to develop no more than 42,000 of its 92,000 acres at Palm Coast in Florida.

Alan Smolen, ITT Community's president, said that the signing of the agreement did not constitute an admission that the company had engaged in unfair and deceptive land-sales practices.

"This permits us to concentrate our efforts," he said, "and it will help us accelerate the balanced growth of the Palm Coast community."

Palm Coast is located 24 miles north of Daytona Beach. By the end of July, 1976, it had 725 occupied homes with others under construction. The community has a population of 1,800, including more than 300 school-age children. As originally planned, it was to have a population of 600,000—equal to that of New Orleans—by the year 2,000.

The company disclosed that it would move its headquarters from Miami to a new office building at Palm Coast. The community's first church, St. Mark by the Sea Lutheran, was dedicated July 4.



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#### Rising costs and falling pound choke off British housing recovery

Britain's housing industry, barely recovered from a shortage of mortgage money, is now plagued by new economic troubles. Private developers say costs have risen too high to make investment worthwhile, and the Labor government plans to cut back funds for public housing.

Until this summer, only private housing had been hit by the British recession. But now the government wants to trim \$261 million from what it spends on housing. Most of the cuts are expected to come from a reduction in the number of mortgages that local councils make with government funds.

The government had originally planned to make public the results of a comprehensive review of housing finance this summer. But in view of current troubles, ministers have decided to do some rewriting. The release date is now November, and the document is expected to reveal government strategy in helping homebuyers with first mortgages and perhaps offering some tax incentives. Meanwhile, building activity slows.

Gloomy forecast. "I do not think we will see an economic upturn for quite some time," says Chairman Sydney Mason of Hammerson Property and Investment Trust Ltd., a developer with property assets of nearly \$900 million. Mason recently told the corporation's annual meeting that the British building industry could be "totally devoid of work" in 18 months.

In the past, public spending has been able to keep the industry's head above water when the private sector was depressed. There is no chance now, however, that public spending will be increased.

Loss of mortgage funds. Many industry woes can be traced to the country's fragile fiscal structure.

The fall in the value of the pound forced Britain to raise its minimum lending rate. When that happened, investors started buying bonds and government securities instead of putting money into building societies, roughly the equivalent of saving and loan associations in the United States. The societies were lending \$800 million a month in mortgage money ear-





London rehab plan turns block of rundown Georgian houses built in 1812/left/into 76 modernized homes. House were substandard and corner site had been bombed in World War II and then left vacant. New flats fill that gap.

lier this year. The figure has dropped to about \$500 million.

Local spending cuts. The effect on the public sector has not yet been felt because the government has yet to decide whether housing money will be affected by cuts in public spending.

Public housing starts are running 10% behind last year's and the fear of spending cuts has discouraged hope for any upturn. Prime Minister James Callaghan says there may be no immediate cuts, but the government has floated a trial balloon for a budget reduction of \$1.78 billion next year.

Britain's politicians have reacted as if a reduction is inevitable, and public housing seems a likely target. It is costing \$7.2 billion a year now, and that is 300% more than in the 1972-73 period.

Time of decision. Later this year, after publishing its housing finance review, the government will decide whether to maintain its present level of public housing.

Local authorities approved construction of 174,000 housing units last year and these are becoming available for occupancy in 1976. The figure compares with 162,000 units actually completed in 1975.

In the private sector, builders put up 147,000 houses in 1975, compared with 105,000 completions in the previous year.

"This year we estimate something on the order of 160,000 starts," says Director Ian Deslandes of Britain's House Builders Federation, "and in 1977 we anticipate about 165,000."

Costs. According to Deslandes, higher housing costs are largely responsible for the leveling off in starts. "Back in 1971," he explains, "the average cost of the home in Britain was 2.42 times the income of the firsttime buyer. That ratio soared to 2.91 in 1974, and now it has leveled off again to 2.45. But, in the future, I can see it only going

In the last two years, Britain's retail price index has been rising at a rate between 15% and 26%. Meanwhile, the government has imposed wage restrictions that limit pay raises to about \$10.50 a week, and an even tougher wage ceiling will soon limit raises to 5% a year. The result been more-expensive houses for buyers with almost frozen incomes.

Declining market. Demand began to slacken soon after the government's pay policy took effect. By March of this year the price of new houses had risen 8.3% over the level of March 1975, and the price of used houses had gone up by 6.5% during the same period. Demand was reduced so much that several big companies got out of the

Wates Ltd., a major builde had planned to develop a \$25 million new town, including 8,000 homes and a 60-acre i dustrial park. The project w announced in 1973, but cos have soared and the governme has enacted a law that giv local councils control over d velopment land.

An \$800,000 loss. Paul Wate the head of the company, h abandoned the project despi having spent \$800,000 in pla ning and promotion. In the en the company could not come agreement with the Surre county council.

"How can a local authori spend four years discussing at working on such a project, ar then at the end of the day reje it?" Wates asked.

The House Builders Feder tion's Deslandes believes th the threat of the new land la as well as recent tax measure encouraged builders last year The result was an abnormal high number of starts.

Plea for help. Britons alread pay unusually high mortgag rates, although they have r cently come down from 11% 10.5%. By contrast, building s cieties currently pay 6.5% inte est on deposits.

"It's fairly obvious that the situation cannot improve wit out some help from the govern ment, either in policy or in a tual financial assistance," sa Deslandes.

"We know there has bee some change in thinking at his levels because the housing nance review was delayed. B unless this assistance come soon, more of the industry wi be out of work, and there will I fewer new homes for buyers choose from." -Don Edigi

McGraw-Hill News, London



Queensmere housing project built at Wadsworth by Greater London Council is visited by former U.S. Ambassador Elliott Richardson and GLC officials.

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### Quiet little Florida shorefront fights to bar 26,000 apartments

One of Florida's longest and most expensive disputes between a developer and environmentalists is coming to a head at Fort Myers on the Gulf Coast.

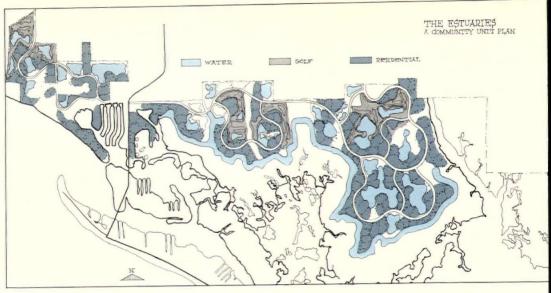
The Lee County commission has just reaffirmed, by a vote of 3 to 0, its earlier rejection of an application by the Atlanta developer Robert Troutman for condominium zoning on 6,500 acres of mangrove wetlands at Estero Bay. Troutman is one of seven investors who include Stephen Smith, a Ted Kennedy brother-in-law, and George O'Neill, husband of a niece of Nelson Rockefeller.

The commission would permit two residences an acre at Estero. Troutman has offered to preserve 2,800 acres of mangrove *if* he gets permission to build 26,000 condominium apartments on the remaining land, which would be improved by dredge and fill. Gross density would be about 4.1 units per acre.

Five-year effort. The turn-down by the commission came after five years of planning for which Troutman says he has spent \$700,000. Earlier, the community he calls Estuaries had been rejected by the Southwest Florida Regional Planning Council, an agency created to study all major developments of regional impact under the 1974 Florida Land and Water Management Act. That vote was 13 to 1.

Under the state law the county commissioners had to specify to Troutman reasons for the rejection and offer alternatives. He has a month to accept the commission's conditions or appeal to the Florida cabinet in Tallahassee, and he says that he will appeal. The council can also appeal to the cabinet if it doesn't approve of the county commission's action.

Impact on schools. Troutman's basic argument with the regional planners and the Lee County commissioners is over the probable impact on the quiet West Coast community. The developer contends that tax revenues generated by his project will more than pay for the impact on county facilities. He talks of customers for his average \$47,000 condominium apartments as being 55% second-home owners and 35% retirees, with only 10% as work-



ing people whose children would use the schools.

Troutman talks of only two students per 100 residents in the Estuaries, but planners point to a national average of 33 and the Lee County average of 20.

Traffic. Planners told the regional council that the Estuaries would generate up to 62,000 cars in the area and cost the taxpayers \$40 million for new roads. If right-of-way purchases and related costs of traffic control are included, say the planners, that figure would jump to \$70 million.

Troutman counters that he is willing to spend \$20 million to save the most fragile of the wetlands. (That figure includes carrying charges over 25 years). He also says the Estuaries will generate \$225 million in taxes over the 25-year development period and about \$20 million a year thereafter.

Density issue. Rowland Eastwood, director of the planning council, explains: "We are not against development but under the law we cannot negotiate with a developer about what he should or might do to win acceptance of his plan."

There is a feeling in the Fort Myers community that Troutman is asking for too much density and that he could probably win his zoning battle if he preserved more of the wetlands and restricted his development to about 1,500 acres, those the fitness from the bay. The tuaries is close to Sanibel Isla the bird sanctuary famous for shell beaches. Lee County for are afraid that, if Troutman was high-density ruling on land, other developers we crowd the shorefront.

Emotions. Troutman's swer is that the federal gove ment already owns 90% of nation's mangrove land in Evglades National Park. He a contends there is no way to ke people from coming to Flor and seeking a place near water. He says his biggest pr lem is the emotionalism thas grown around the Estuan since he bought his first pie of land five years ago.

"If there ever is a liberal whit comes to the environmed I'm that person," he insists.

He also contends he has st ied 50 other major projects the state and that only one less density than the Estuari

"We own low land," he knowledges, "so we have to e vate from about 3 feet to seet. This increases our la costs and makes it necessary increase density."

Dredge and fill. It has been timated that Troutman wo have to move about 25 mill cubic yards of earth, mai from deep lakes that would created to obtain necessary fi

Troutman says he had to copile 1,700 pages of data and dumentation for his applicate to the planning council. Thincluded, he says, estimations traffic for 25 years.

—Fred Sherm McGraw-Hill News, Mia

#### Prefab housing in Britain ... from page 18

The Greater London Council has just built 29 of these flats in Farm Lane, Hammersmith.

The lobby, staircase and tiled bathroom and kitchen for each dwelling were cast in light concrete by a prefabber, Basis Element Bouw, in Midenmeer in northern Holland. The units were ferried to England, and living and bedrooms were added on the site.

Work began in September and

ended in mid-December. Only one-third of the manpower employed in traditional construction was used, the council insists. With the recent decline of the pound sterling, the units, if sold today, would go for about \$17,500.

Ground-floor units are for old people. Second and upper-floor flats are for two-person households. (For more on British housing, see page 18).



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Caradco Window and Door Division



#### Veteran builders head new firms; other companies name new mean

Two new companies have been formed by veteran Coast build-

Ray A. Watt, 57, whose various construction companies have built 40,000 homes since 1947, announces a partnership with DeVere Anderson, former vice president of Larwin-Southern California.

The corporation, W&A Builders Inc., with headquarters in Los Angeles, will concentrate on single-family communities. First project: Hearthstone, a \$22-million, 440-home development in West Covina, Calif.

This should be familiar territory for Watt, who got his start in single-family in California after World War II. He founded the R. A. Watt Co. and made it one of the nation's largest build-

Watt merged his \$52-million operation into Boise-Cascade in 1967 but left a year later. He was president of the National Corporation for Housing Partnerships in Washington for six months and then returned to building in California.

Two other housing pros, Alvin J. Hall and Gerald N. Degen, are pooling experience in the new Degen/Hall Development Co. (San Diego). Their first single-family project, 214-lot Deer Park Village in San Diego's South Bay area, opens this month.

Hall, chairman and chief executive, has been president of the A. J. Hall Corp., builder of single-family and townhouse developments in southern California.

Degen, the new company's president, has lately been president and regional division manager of the L. B. Nelson Corp. of Southern California. Charles E. a fourth-generation Sands, builder, is taking on the Nelson job in San Diego.

Other new presidents of California companies:

A. R. Ceresa, Rossmoor Corp., Laguna Hills. He joined Rossmoor in 1963.

Gerald R. Hay, Dillingham Corp., Los Angeles. He joined in

Raymond F. Logan, Christiana Southwest, a subsidiary of Christiana Cos. of Santa Monica. The subsidiary is building Hudson, a \$75-million luxury development in Houston, Tex.



New builder team of Ray A. Watt (left) and DeVere Anderson organizes W&A Builders Inc. as a community developer.

Also in Houston, Centex

Homes has a new president. He's J. L. Gordon, formerly

director and senior vice pres-

ident of Flintkote. A subsidiary

of giant Centex Corp., Centex

Homes builds in Chicago, Washington, D. C., Florida,

North Carolina and New Jersey.

around the country.

And there are other moves

The Hoffman Group Inc., con-

struction and development

company based in Hoffman Es-

tates, Ill., promotes three: Sam

Osland to be the Hoffman Home

division's vice president of pro-

duction; Bruce A. McLennan to

be manager of real estate and

John H. Mays to replace McLen-

David J. Quigley joins Monu-

nan as corporate counsel.

Hoffman's Osland . . . . . and McLennan . . .

A production chief . . . . . and a realty manager mental Properties, Baltimore, Md. as senior vice president and director of its apartment division. He was a group vice president for Seligman & Associates, residential developers.

In Mission Viejo, Calif., the Mission Viejo Co. promotes



CHAIRMAN HALL . . . . AND PRESIDENT DE Set up Degen/Hall . . . . . as San Diego devel



CHRISTIANA'S LOGAN President of subsidiary To press manager's de



REALTOR'S SCHWART



... AND MAYS ... and a legal couns

Harvey Stearn to its vice pre dency for buisness planning communications and research He's been on board since 1969

W. David Joye is named sal and marketing director for Ra cho San Diego, a 4,600-ao planned community now bei developed in San Diego Co.

#### Former building giants form own company

Jim Klingbeil is president of what used to be one of the biggest garden-apartment developers, The Klingbeil Co.

Eugene Rosenfeld was, until last year, president of Kaufman and Broad.

They have just organized a new building company, the Anden Corp. (named for their two oldest children, Ann Klingbeil and Dennis Rosenfeld).

We'll be a small, closely managed company," says Rosenfeld."We're going to stay in a few markets we know well and supervise each job personally."

Anden has bought or optioned almost 1,000 sites for single-family homes and townhouses in suburban Chicago and California.

Klingbeil will retain the presidency of The Klingbeil Co., which has been sold to CBS and is now mainly an apartment management operation. He'll oversee Anden's Chicago operations part-time.

Rosenfeld, a single-family house developer for 13 years, will supervise the new company's headquarters in Encino, Calif.

ASSOCIATIONS: Harold Schwartz is named nation

press manager for the Nation Association of Realtors. Hal h been the senior news writ since 1974.

Stanley Waranch, NAHI president in 1972, is elect chairman of the Homeowne Warranty Corp. board of dire

CONSULTANTS: Carl Dran of Philadelphia forms Vect Properties as a general consu ing firm for developers. He h built multifamily in Phil delphia and New Jersey.

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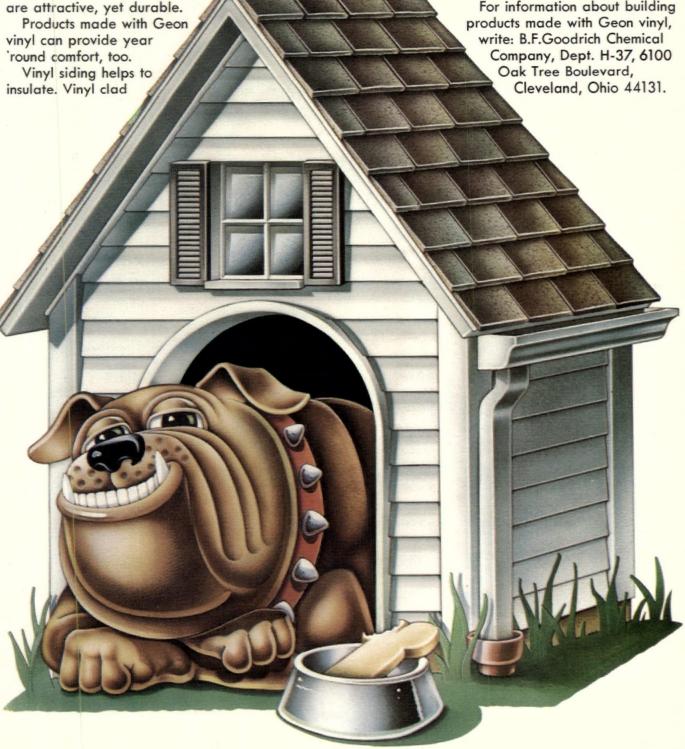
minimizing condensation. Vinyl products are easy to install. But most of all, vinyl in building products gives homebuyers more good reasons to buy. And you

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won't find a better reason than that. Not in a dog's age.

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B.F. Goodrich Chemical Company

#### Savings and loan stocks catch fire but builder issues sputter

Wall Street has rediscovered the big California S&Ls and one result is that House & Home's value index of five leading S&L stocks has just leaped 12%.

The S&L index went to 147.28 from 131.64 in the month ended September 1. Share prices of January 1965 equate with a base of

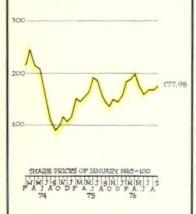
The Wall Street Journal reported on August 30 that The Street's bullishness on S&L shares had brought institutional investors into the market. The paper attributed the new interest to strong second-quarter earnings, which prompted analysts to raise their estimates of 1976 earnings for the S&L lead-

Other issues. The mortgagecompany shares on the H&H index managed to extend their summer-time rally in good order, but the builder and landdeveloper stocks still lagged. The builder issues eased sideways and the land-company shares actually fell about 10%. The percentage looked somewhat more impressive than it was in actual figures, however, for all five land issues are now trading at very low prices.

The mobile-home stocks were down sharply for the second month in a row.

Composite index. The House & Home composite index of 25 building industry stocks rose to 177.98 from 169.31 for the month. The 25 issues used in the computation are overlined in yellow in the tables that fol-

Here's the graph of 25 stocks.



Here's how the five companies in each division performed.

	Sept.'75	Aug.'765	ept.'76
Builders		159	159
Land developers	88	83	75
Mortgage cos.	196	210	228
Mobile homes	415	528	505
S&Ls	95	132	147

Company	Bid/ close	Prev. Month
BUILDING COMPANIES	3	
AVCO Comm. Develd PC	.562	563
American Cont. Homes 07		+ 1/4
American Urban Corp 07		- 1/8
Bramalea Con. (Can.) TF		
(New American Ind.)		- 1/4
Capital Divers (Can.)—d 01		********
Centex CorpNY		+ 1/8
Cenvill CommunitiesAN		+ 1/4
Cheezem Dev. Corp O'		*******
Christiana CosAN	1 25/8	+ 1/8
Cons. Bldg. (Can.) TF	2.55	
Dev. Corp. Amer AN	41/2	- 1/4
Edwards Indus O	37/8	- 1/4
FPA Corp.—DAN		*******
Carl Freeman Assoc O'	13/4	
General Builders—dAN	1 11/4	
Homewood Corp OT	51/2	- 1
Hunt Building Corp O	13/8	- 1/4
<ul> <li>Kaufman and Broad NY</li> </ul>		*******
Key Co AN	1 17/8	+ 3/8
Leisure Technology-d AN		- 1/4
Lennar Corp N	47/8	- 3/8
McCarthy Co.—dPC		
McKeon ConstAN	1 2	+ 1/4
H. Miller & SonsAN		- 1/4
Mitchell Energy & Dev. AN		17.
Oriole Homes CorpAM	51/4	+ 1/4
Presidential RealtyAN		+ 1/4
Presley CosAN	1 101/4	- 17/8
Pulte Home CorpAN	1 51/8	+ 1/4 + 1/4
Rossmoor CorpAM		1.4
•Ryan HomesAN		+ 1/8
Shapell Industries N		- 3/4
Standard PacificAl		+ 11/2
Universal House	078	172
& Dev.—dP0	344	156
		130
•U.S. Home Corp N Washington Homes O		
Del E. Webb		- 1/8
Westchester Corp.—d O		- 78
residiester ourp.—d o	70	
SAVINGS & LOAN ASS	SNS.	
American Fin. Corp O'	T 95/8	- 1/4
Calif Fin N		

SAVINGS & LOAN	ASSN	IS.	
American Fin. Corp	OT	95/8	- 1/4
Calif. Fin		67/8	+ 3/4
•Far West Fin	NY	71/4	+ 3/4
Fin. Corp. Santa Barb	AM	151/4	+ 11/4
•Fin. Fed	NY	15	+ 11/2
•First Charter Fin	NY	16%	+ 11/2
First Lincoln Fin	OT	37/8	+ 1/2
First S&L Shares	AM	71/4	+ 1/8
First Surety	OT	61/4	+ 1/2
First West Fin	OT	13/4	+ 1/8
Gibraltar Fin.	NY	91/2	+ 11/2
Golden West Fin	NY	181/8	+ 33/8
Great West Fin	NY	201/4	+ 21/8
Hawthorne Fin	OT	11	+ 7/8
•Imperial Corp		151/2	+ 21/4
Transohio Fin		97/8	+ 3/8
(Union Fin.)			
United Fin. Cal	NY	101/4	+ 15/8
Miles File	MIM	4 51/4	1 11/4

NY 151/4

MORTGAGING			
Charter CoNY	35/8	+	1/8
CMI Investment Corp NY	15	+	11/2
ColwellAM	51/4	-	1/4
Cont. Illinois Realty NY	11/2	-	1/4
•Fed. Nat. Mtg. Assn NY	163/8	+	13/4
Fin. Resources Gp OT	7/8		
(Globe Mortgage)			
<ul><li>Lomas &amp; Net. Fin NY</li></ul>	73/8	+	1/4
MGIC Inv. CorpNY	143/4	+	
Palomar Fin.—dAM	21/8	-	3/8
United Guaranty Corp NY	101/8	-	1/4
(formerly FMIC Corp.)			
Western Pac. Fin. Corp OT	33/4	-	1/4
(formerly So. Cal.			

Mort. & Loan Corp.)

Cousins Mtg. & Eq. Inv. Diversified Mtg. Inv.

Equitable Life First Memphis Realty

REAL ESTATE INV. TRU	STS		
Alison MtgdNY	2		
American CenturyAM	11/2	- 1/8	
API Trust OT	31/2		
(formerly Arlen Prop. Inv.)			
Atico MtgNY	17/8	- 1/4	
Baird & Warner OT	67/8	+ 11/2	
Bank America Rity OT	6	- 1/2	
Barnes Mtg. Inv OT	21/4	- 1/4	
Beneficial Standards			
Mtg.—dAM	13/4		
BT Mort. Investors NY	2	- 1/8	
Cameron BrownNY	17/8	********	
Capitol Mortgage SBI NY	11/8	- 1/4	
Chase ManhattanNY	21/2	- 1/2	
CI Morgage Group NY	7/8	- 1/8	
Citizens & So. Rlty NY	15/8	- 1/4	
Cleve. Trust Rity. Inv OT	21/8	- 1/2	
Colwell Mtg. TrustAM	11/2	- 5/8	
Conn. General NY	163/8	+ 5/8	

5/8 1/8 1/8 1/2

Company	Sep. 1 Bid/ close	Prev. Mont
Franklin Doolby d AM	2	
Franklin Realty—dAM	71/2	- 11/4
Fraser Mtg OT	27/8	- 1/a
Gould Investors AM	1/4	
Great Amer. Mgmt. Inv NY (formerly Great Amer. Mtg. Inv.)—d	74	
Guardian Mtg AM	13/8	- 1/8
Gulf Mtg. & RealtyAM	13/4	- 1/8
Hamilton Inv OT	11/8	- 1/8
Heitman Mtg. Investors AM	11/4	- 1/4
Hubbard R. E. Inv NY	15	+ 11/4
ICM RealtyAM	45/8	
Mass. Mutual Mtg. & Rity. NY	111/2	+ 1/8
Mission Inv. TrustAM	13/8	- 1/2
(formerly Palomar)		
Mony Mtg. Inv NY	91/2	+ 3/8
Mortgage Trust of Amer. NY National Mortgage	31/2	*******
Fund—dOT	3/8	
Nationwide R.E. Inv OT (Galbreath Mtg. Inv.)	31/4	- 1
North Amer. Mtg. Inv NY	35/8	- 5/8
Northwest Mutual Life		
Mtg. & Rity NY	121/4	+ 1/2
PNB Mtg. Rity. Inv NY	71/4	+ 1/4
Penn. R.E. Inv. Trd AM	111/4	- 3/4
Property CapitalAM		+ 1/8
Realty Income Tr d AM	81/4	+ 1/8
Republic Mtg. Inv NY	11/8	- 1/4
B. F. Saul R.E.I.T. NY		- 3/8
Security Mtg. InvAM		
Stadium Realty Tr d OT		
State Mutual SBI-d NY	21/8	- 1/8
Sutro Mtg NY	6	- 3/8
UMET Trust NY		
United Realty Tr AM		+ 1/4
(Larwin Realty & Mortgage Trust)		
U.S. Realty Inv NY	17/8	- 1/4
Wachovia Realty Inc NY	31/4	- 1/4
Wells Fargo Mortgage NY		+ 3/6

LAND DEVELOPERS			
*AMREP CorpNY	11/2	-	1/8
Crawford Corp OT	31/2		
*Deltona Corp NY	4		
Fairfield Communities—d OT	2		
Gen. Development NY	43/4	-	5/8
Horizon Corp NY	17/8	-	1/4
Landmark Land CoAM (Gulf State Land)	13/8	-	3/8
Land Resources OT	11/8		3/8
Major Realty OT	3/4		
McCulloch OilAM	31/8	-	3/8
Sea Pines Co.—dOT	3/4	-	3/4

MOBILE HOMES & MODULES				
. Champion Home Bldrs.	AM	4	- 1/4	
Conchemco	AM	111/8	- 1/2	
De Rose Industries-d .	AM	15/8	- 3/8	
•Fleetwood	NY	17		
Golden West	AM	9	- 11/4	
Mobile Home Ind	NY	37/8	- 5/8	
Monarch Inc.	OT	3/4	- 1/4	
Redman Inc	NY	37/8	- 3/8	
Rex Noreco-d	NY	17/8	,,,,,,,,,,	
Skyline	NY	17	- 1	
Town and Country	AM	2	- 1/2	
Zimmer Homes	AM	77/8	- 7/8	
	_			
Brigadier Inc.	.OT	11/4	********	
Hodgson Houses-d		3/4		
Liberty Homes		21/8	- 3/4	
Lindal Cedar Homes	OT	21/2	- 1/4	

Nationwide Homes—d . . Shelter Resources . . . .

1/2	+	1/4	
ES			
265/8	+	1	
261/4	+	1/8	
3/4	-	1/8	
23/4	+	1/8	
131/8	+	1/4	
391/8	-	7/8	
26	-	1/4	
1/8	-	1/B	
61/2	-	3/4	
4.30	+	.05	
151/8	-	11/4	
	26% 26% 26¼ 3¼ 23¼ 13½ 39½ 26 ½ 4.30	26% + 26¼ + 34 - 234 + 13⅓ + 39⅓ - 26 - √6½ - 430 +	26% + 1 26% + ½ 3¼ - ½ 3¼ - ½ 13½ - ½ 13½ - ½ 26 - ¼ ½ 6½ - ¾ 6½ - ¾ 4.30 + .05

.AM

(Oceanic Prop.)		1076	
Champion Int. Corp	NY	23	- 1
(U.S. Plywood-Cham	pion)		
City Investing	NY	103/4	+
(Sterling Forest)			
Cousins Properties	OT	13/8	-
ERC Corp.	OT	26	+ 2
(Midwestern Fin.)			
Evans Products	NY	103/8	-
Ferro Corp	NY	311/2	+
First Gen. Resources	OT	3/8	-
Forest City Ent d		53/8	-
Flagg Industries	AM	13/4	+
Frank Paxton Corp	OT	121/4	-
(Builders Assistance	Corp.)		
Fuqua Corp.	NY	81/2	-
Georgia Pacific-b	NY	33	+ 1
Glassrock Products	AM	35/8	-

	Sep. 1 Bid/	Chng. Prev. Month
Company	close	MOUL
Great Southwest		
Corp.—dOT	5/8	+ 1/8
Gulf Oil (Gulf Reston) NY	271/8	+ 1/2
Gulfstream Land & DevAM (Bel-Aire Homes)	37/8	- 1/4
INA Corp. (M.J. Brock) NY	441/2	+ 35/8
Inland Steel (Scholz) NY	503/4	- 21/2
International Basic Econ. OT	11/2	- 1/8
International Paper NY	70%	+ 2
Inter. Tel. & Tel NY	317/8	+ 1
Ludiow Corp. NY	75/8	
Monogram Industries NY	133/4	+ 1/8
Monumental Corp OT	101/8	- 11/2
(Jos. Meyerhoff Org.) Mountain States Fin.	1076	
	3	
Corp OT	4	- 1
National Homes NY	15/8	
National KinneyAM	1.78	
(Uris Bldg.)	291/2	+ 1
Pacific LumberNY		
Perini CorpAM	6	+ 45/8
Philip Morris	571/2	
Pope & TalbotNY	161/2	- 1/2
Republic Housing CorpAM	13/8	- 1/4
Rouse Co OT	43/4	+ 1/4
Santa Anita Consol OT (Robert H. Grant Corp.)	7	- 1/8
Tenneco Inc. NY (Tenneco Realty) Thor Corp.—d NY	331/4	*******
(First Realty Inv. Corp.)	3/4	+ 1/8
Time Inc. NY (Temple Industries)	641/2	+ 11/2
Tishman Realty OT	143/4	+ 1/8
Titan Group Inc OT	1.60	9
UGI Corp. NY	16	+ 1/4
UGI Corp. NY Westinghouse NY (Coral Ridge Prop.)	161/2	+ 1/8
Weyerhaeuser	43	- 1/8
Whittaker (Vector Corp.) NY	53/8	- 1/4
Wickes Corp NY	11	- 3/8
Wylain Inc	95/8	- 1/8
SUPPLIERS		
Armstrong Cork	26¾	- 1/2
Com.—dAM	31/8	- 3/4
Bird & Son OT	32	******
Black & Decker NY	211/4	
Carrier Corp. NY	157/8	+ 5/8
Certain-teedNY	181/2	+ 11/4
O	072/	41/

Westinghouse	NY	16/2	+
(Coral Ridge Prop.)	ND/	40	- 1
Weyerhaeuser	NY	43	-
(Weyer Real Est. Co.) Whittaker (Vector Corp.) Wickes Corp.	NIN	53/8	_ 1
Whittaker (vector Corp.)	NY	11	_ 3
Wickes Corp.	. INT		_
Wylain Inc. (Weil McLain)	NY	95/8	_
SUPPLIERS	10/	002/	
Armstrong Cork	NY	263/4	-
Automated Bldg.		01/	_ :
Com.—d	AM	31/8	
Bird & Son		32 211/4	*****
Black & Decker	INT	157/8	+ 5
Carrier Corp.	INT	181/2	+ 1
Certain-teed	INY	273/4	- 4
Crane		211/2	
Dexter	NY		
Dover Corp	NY	621/2	- 5 - 1
Emerson Electric		361/4	- 1
Emhart Corp.	NY	333/4	- 11 - 11
Fedders	NY	57/8	- 1
Flintkote	NY	191/4	+ 15
GAF Corp.		141/8	-
General Electric	NY	531/2	- 11
Goodrich	NY	283/8	
Hercules	NY	301/8	+ 5
Hobart Manufacturing	NY	231/4	- 2
Int. Harvester		311/2	+ 2
Johns-Manville	NY	283/4	- 3
Kaiser Aluminum	NY	385/8	+ 11
Keene Corp		75/8	+ 3
Leigh Products		103/4	- 1
Masco Corp		233/4	- 1
Masonite	.NY	353/4	- 7
Maytag	NY	333/4	+ 11
National Gypsum	.NY	151/8	- !
Norris Industries	.NY	373/4	
Overhead Door	NY	85/8	+ 5
Owens Corning Fibrgl	NY	52	- 1
Potlatch Corp	NY	56	- 43 - 43
PPG Industries	.NY	501/2	- 43
Reynolds Metals	.NY	41	+ 41
Rohm & Haas	NY	543/4	- 3
Ronson		41/2	_ 5
Roper Corp.	NY	173/4	_ 5
St. Regis Paper	NY	371/8	- 23
Scovill Mfg.	NY	171/2	
Sherwin Williams		393/4	- 1
Skil Corp.	NY	91/4	- 1
Slater Electric	OT	61/2	- 1
Stanley Works	NIV	293/8	
Tappan	NV	73/4	_ 5
Thomas Industries	NIV	93/8	
Triangle Pacific	NIV	11	- 1
		221/8	- 7
U.S. Gypsum	NIV	493/4	- 13
U.S. Steel	NIV	175/8	+ 1
Wallace Murray Jim Walter	. INY		+ 5
Militarel Com	INY	31%	- 7
Whirlpool Corp	. INY	251/8	- 1

AM-closing price American Stock Exchange, NY-New York Stock Exchange. OT—over-the-counter bid price. PC—Pacific Exchange. PH—Philadelphia Stock Exchange. TR—Toronto Stock Exchange. a stock newly added to table. 6—not traded on date quoted. b—adjusted for 3 for 2 stock split. \*—Computed in HOUSE & HOME's 25-stock value index. Source: Standard & Poor's, New York City.

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#### Wood foundations make modest inroads as masonry suppliers cry foul

Who ever heard of burying plywood in the ground and building a house on it? Couldn't it rot, attract insects and otherwise fail in a short period of time compared with a traditional house foundation built of masonry?

Of course it could, say masonry manufacturers and contractors

No it won't, say plywood manufacturers and a few builders who regularly construct foundations out of plywood and wood studs instead of poured concrete and cinder blocks.

There are in fact thousands of such wood foundations in use today according to the American Plywood Assn. And at least 10,000 of them are full basements buried 5 ft. or more.

The reason for the debate over how long they'll last is twofold: First, most of the existing

wood foundations have been built within the last five years.

Second, plywood interests are trying to wrest a chunk of the building-foundation business from the well-entrenched masonry industry.

Why wood instead of masonry, anyway? Plywood proponents claim these advantages:

Labor-cost savings. Wood foundations do away with one of the construction trades by substituting plywood for masonry in basement walls and crawl spaces. They permit carpenters to build houses from the ground up, eliminating masons from all work except poured slabs. South Dakota builder Larry Gravatt says he has built more than 2.000 wood foundations in seven states to solve a masonrylabor shortage: "We can't get concrete contractors to work in rural areas."

Time savings. Users say wood basements can be installed in a day or less, compared with five to ten days for conventional masonry basements. What's more, inclement or freezing weather ceases to be a deterrent, which is the reason the plywood industry uses the term, All-Weather Wood Foundation. Wood basements can be completely shop-built-in should be for accuracy's sake. A prefabber in Mesa, Ariz., Enviro Structure Inc., ships panelized wood foundations with threefourths of its houses.

Finishing-cost savings. Interior and exterior finishes can be fastened to wood foundation walls more easily than to masonry walls. Plumbing and wiring are easier to install, too.

Fuel-cost savings. Plywood proponents say insulated woodfoundation walls lose only about half as much heat as ins lated masonry walls. Richmon Va. architect Howard Nickerso says his own wood-wall bas ment, 5 ft. below grade, is warm and dry as above-groun living space. Kentucky build Gordon Hettinger says t wood-walled basements builds reduce heating costs

Wood foundations aren't p in the ground without a few pr cautions, however. First, th wood is pressure-treated with arsenic preservative to resi decay and insects. Second, ove lapped sheets of 6-mil polyet ylene film are placed against a outside surfaces that come direct contact with the groun And third, steps are taken make sure water can't accum late around the wood-e.s wood foundation walls are s on gravel footings and all fir

#### Here's the step-by-step construction of an all-wood basement



Excavation for a wood basement is dug in conventional way, i.e., topsoil removed, utility and drainage lines installed



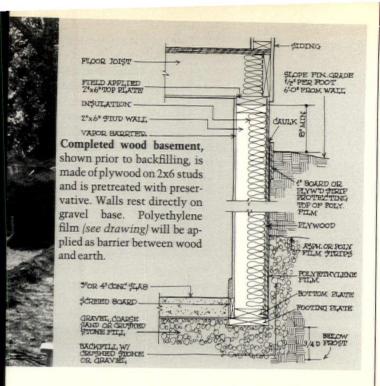
Crushed stone for concrete slab is spread into perimeter trenches to double as the base under foundationwall footing plates.



Shop-built basement walls are panelized with footing plates pre-installed and offset so they don't align with wall joints.



Installation directly on gravel ba is predetermined by stakes as layout string. Panels are leveled ar temporarily braced.



ned ground surfaces are sloped yay from the building.

Thirteen masonry associaons—among them bricklayers, ment manufacturers and ushed-stone suppliers—queson whether those precautions good enough. They issued a port in May of this year that ses three issues:

- 1. What's to prevent the presvative from leaching out of the
- ood?

  2. What assurance is there at the polyethylene moisture rrier won't be punctured or an during construction?
- B. If the wood burns, what eps the arsenic preservative in releasing toxic gases that ald be fatal?

Plywood people are gradually assing official performance ords to counter those issues. amples:

A house in Madison, Wis. was

built on a wood foundation in the 1930s by the U.S. Forest Products Laboratory, and when it was moved 38 years later the foundation was still intact. Several test homes built on wood foundations in Ottawa, Canada, in the early '60s and in Maryland in 1969 are being tested periodically, the latter group by the NAHB.

Despite the doubts raised by the masonry industry, some regional standards such as the Uniform Building Code already approve the fledgling wood foundation. The Farmers Home Administration is recommending it for rural homes and mortgage lenders in general seem to have no qualms about it. Says Madison, Wis. prefabber Ed Starostovic: "The wood foundation is to masonry what gypsumboard is to plaster."

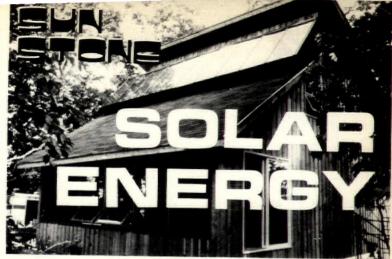
-H. CLARKE WELLS



tup sections go up just like abovede wall panels. Alignment is easito establish when panels are rted at corners.



**Backfill** is placed after basement floor is poured. Polyethylene moisture barrier protects plywood below grade.



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CIRCLE 29 ON READER SERVICE CARD





IN OCEAN CITY, MD.

#### Hotel/condo high-rise is a 30-day sellout

And the Carousel Resort Condominiums sold out in spite of close to a two-year supply of unsold condos in the area and a market soured by failed condoprojects.

"What we did was give the project a 'Cadillac' image compared with Ocean City's other properties," says Chuck Dreyer, vice president of sales and marketing for owner-by-foreclosure Alison Mortgage Investment Trust.

So Carousel's 189 two-bedroom units are actually priced above market (\$39,990 to \$61,-000 at opening). And a strong promotional program was designed to create a high-quality image—a job made easy by the fact that the units are stacked in a 22-story tower over a hotel complex with plenty of amenities *(photo above)*. Among them: tennis courts, an ice-skating rink, an oceanside restau-

rant and a shopping promenad

All these facilities are available to the condo owners. Are they're guaranteed to appeal the buyers Alison was looking for—and got. Ninety percent a couples with children—active family-oriented people in the 30's and 40's who have probable been summering in Ocean Cifor years.

Most intend to use the proerty themselves when vacation ing from homes in suburbation, D.C. (51%) or Batimore (29%). Some 40% we rent out their units during particles of the year.

All were attracted by flo plans particularly suited to the second-home market. Ever unit at Carousel has at least two bedrooms and two full bath Further, every unit has an ocean balcony plus a wood-screened bay porch (see typical floor plans above). This is one reason to one floor plan was favored ow any other—it was the proportionately higher-priced upper floor units with more dramat views that sold first.



IN MISSION VIEJO, CALIF.

#### Spacious townhouses for the move-down market

They're at Mission Viejo Co.'s La Mancha townhouse village, and 130 have sold to date—even though the first 62 won't be ready for occupancy until January.

The buyers—generally well-to-do and in their 40's—are mostly empty-nesters moving down from large single-family houses or from similar attached housing. And they can pay \$67,200 to \$82,950 for their new townhouse.

It's the roominess of the units and their open feeling that's drawing this market, according to Donald Schulz, vice president for product development. All the living rooms feature high, vaulted ceilings; five of six available models have both dining rooms and breakfast nooks. There's privacy; living and sleeping areas are well separated, usually on different levels. And master suites are as big as buyers from single-family homes are used to.

The best-seller is a three-bed-room, 1,745-sq.-ft. plan (right) priced from \$71,750 to \$76,750,

depending on location. It's always an end unit and buyers liked its large kitchen and dining room and the cathedral-ceilinged master suite. In addition, the plan features both patio and balcony—in this case on the same level, since the townhouse is built into a hillside.

When La Mancha is built out, its 56 acres will hold 316 units, clustered around motor courts in three- and four-unit buildings like the one shown in the photograph above.

-BARBARA BEHRENS GERS



GARAGE

LOWER LEVEL ?



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Del-Mar has built a fine reputation for quality, service, price and style. And now that we're part of Triangle Pacific, the largest cabinet manufacturer in the world, we have even greater resources for building and delivering our cabinets. Del-Mar fills the gap between Triangle Pacific Cabinets, the number one selling popular-priced cabinet in the country... and Mutschler, the highest quality, most complete custom cabinet line in the business.

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For complete details of our 9 exciting styles, including our 4 newest ones—Country Oak, Village Oak, Colony '76 and Canterbury—write or call: Mary Englett, Del-Mar Cabinets, 2865 Gordon Road, S.W., Atlanta, Georgia 30311, 404/691-7660.

#### The inner city: too risky for private builders?



One Friday a few weeks ago, I took part in groundbreaking ceremonies for 88 units of new housing in an inner-city neighborhood in Paterson, N.J. It had taken five years to get to that day, and yet I and other board members of the nonprofit corporation sponsoring the project had a feeling that our problems were just beginning.

The story of that project, Carroll Street Houses, gives a fascinating insight into why profit-making builders have virtually abandoned the inner city, and why no subsidy program has yet made inner-city building

attractive to profit-makers.

Paterson is a classic example of the urban problem. Once it was the center of the silk industry and other manufacturing in northern New Jersey; today empty warehouses and factory buildings are in evidence everywhere. Its 145,000 population, third largest in the state, is about evenly split between blacks and whites. Housing conditions have worsened noticeably in recent years, partly because the well-intentioned Section 221 program left a legacy of houses abandoned by ripped-off black homeowners, partly because the city's housing stock is turn-of-thecentury, partly becasue a good proportion of its citizens are poor. The net result: neighborhoods poisoned by vacant, boarded-up, burned-out hulks of homes.

I got involved with Paterson's problems in 1971 when a group of suburban church organizations teamed up with Paterson church groups to sponsor inner-city housing. Such efforts are often scorned as naive by profitoriented homebuilders and contractorsand with good reason: Many projects sponsored by nonprofit groups have gone into foreclosure in recent years, especially those built under the Section 236 program.

False start. Our first project, conceived to replace an unused playground next to an aging school, wound up going nowhere because we never could get a site plan approved by city fathers. In the end, the playground was designated as permanent open

space under a city master plan.

Early in 1974 the shoe was on the other foot, we thought. The city's redevelopment agency had cleared 4.7 acres in a black neighborhood about one mile from downtown, but had been unable to get housing started; vacant land built neighborhood pressure for new construction. Our original group, now reconstituted as the Inner City Christian Action of Housing (INCCA), was asked to sponsor housing on the site.

There was a catch, it developed. City officials "suggested" that we work with a builder and architect who'd been trying to get something going on the land. (The builder had done rehab work and some single-family units. The architect had no experience in urban housing.) We insisted on full control of the project because we would be legally responsible for completion and mortgage payment. After long discussion, we agreed to hire both of them-provided they performed.

They didn't. Within two months, the New Jersey Housing Finance Agency, which was to provide subsidized mortgage financing, was signaling that the preliminary site plans were inadequate and drawings sometimes didn't match fully. And when Paterson building officials reviewed the plans they found that the architect was planning to use a building type not permitted by the

Fresh start. We voted to discharge the architect and builder and, after lengthy interview sessions, we chose new ones, both with experience in urban housing.

At this time we began confronting the question of minority participation in the project. The general contractor vowed to use as many minority subcontractors as feasible, but also insisted upon choosing union subs he felt could do the job on time. Since the contractor was being chosen without bidding—there were no final plans at this point—we accepted him and his hiring plans, counting on the input he could provide to make the plans practical.

After that, design proceeded rapidly. By June, 1975, final plans and specifications were completed and approved by the state and city officials. Then three parts of the effort started coming unglued almost simultaneously.

First, an association of minority contractors reported they had been meeting with our designated general contractor and could get no job assignments. The general said none of the minority contractors was bondable for the size of the job involved; the black contractors said this was "whitey's" way of rigging the bidding and wanted the general to provide bonding.

Political roadblock. Before that issue could be resolved, another arose. It appeared the state could only raise money for one project in Paterson, and a second nonprofit group had brought its project along so rapidly that it too was ready to begin construction. That posed a ticklish political problem: The other project was for elderly persons and sponsored by a Catholic group; ours was for family housing and sponsors were predominately Protestant.

In Paterson's neighborhoods, housing for the elderly had become a code word for white housing, and family housing the code word for black housing. In an evenly divided city, that type of confrontation at the citygovernment level would have been politic dynamite.

Luckily, a third event intervened. Ne York State's Urban Development Corp. ha defaulted briefly on some housing notes ar the crisis in New York City's finances bega reaching the headlines. The New Jerse Housing Agency was caught in the backlas and found it couldn't raise any money f new projects-including the \$4 million v had counted on for so long.

With deep disappointment we put the project into mothballs for the duration the financing crisis. That deep freeze laste until May of this year when the state starte regaining access to the financial markets.

Now new problems arose. The gener contractor advised that he could not hold h vear-old bid and would need 8% to 10 more. We elected to hold to the plans as a proved and seek bids from other general After much scrambling, a new contract was located, but the question of hiring blace subs came up again. The new gener quickly selected white-owned subs for a major jobs-foundations, carpentry, HVA etc.-where the only chance for black en ployees must come through union hirin halls. The general contractor maintained had to work with subs of proven experien in order to get the job done on schedule. B he pledged to make every effort to use blace subs for 17 smaller trades-landscapin cabinets, hardware, etc.

And the state finally settled the elderly family housing issue without a damaging political fight. When the financing da broke, it had only two elderly housing pro ects in Newark plus the Paterson projec ready to go. Carroll Street Houses, as the only family housing in the lineup, got the

Troubles ahead? Carroll Street Houses ar INCCA now face the really tough problen of inner-city housing. Despite a subsidize 73/4% mortgage loan stretching over 4 years, tax abatement and subsidized lar costs of only \$500 per unit, Carroll Stre Houses will wind up costing \$45,454 p unit. Rents will run from \$195 for a one-be room unit to \$295 for four bedroom slightly above rents for existing units in the neighborhood. INCCA is hoping enough families will choose the new units and able to afford them. In other words, there a considerable market risk when these uni are done in the fall of 1977-and that's wit all the subsidies available.

Would a private builder go through th hassle for such a risky project? Not likely

Campbell is president of Audit Investment Research Inc., New York City.

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41-HH-10/76-LAUNDRY

## New book on managing apartments offers tips even old pros can use

Despite the dry-sounding title, Practical Apartment Management\* is a book of up-to-date ideas for making money from apartments. It's intended as a how-to manual for beginners. But its thoroughness and depth could improve many a selftaught manager and owner whose experience is still limited.

Author Edward N. Kelley has done little else but manage apartments for the past 20 years, as vice president for one of the oldest and largest real estate firms, Baird and Warner; senior vice president for the country's once-largest apartment developer and manager, Kassuba Development Corp.; and now president of his own management company.

He approaches management like a marketing man, says its only purpose is to produce maximum net operating income (collections less expenses) over the

\*Institute of Real Estate Management, 155 E. Superior St., Chicago, Ill. 60611. 328 pages, illustrations, \$15.00.

economic life of the property, and describes the entire management function in terms of "the five P's": policies, product preparation, pricing, presentation and promises. Chapters are organized accordingly.

New companies still without policy manuals would find the makings of one in the 75 pages on policy. It's all there: general operating policies, rental policies for attracting the right tenants, tenant relations policies and personnel policies for performance and service.

Kelley's policies are often contrary to industry doctrine. Examples:

- · Don't furnish draperies in apartments. So what if the exterior isn't uniform. You'll hardly notice, and you'll save a bundle on purchasing and cleaning.
- Don't exclude children and pets from apartments. They're too big a percentage of the rental market. Learn how to manage
- Don't collect big security deposits. They give you less pro-

tection than you think and they're a deterrent to prospective renters.

- · Don't furnish apartments. Rental furniture is such a headache that it's not worth invest-
- Don't write job descriptions for employees. If you must, keep them as broad as possible.
- Don't call tenants "residents." That's just a PR gimmick and it doesn't do a thing for them. Tenants are tenants, and that's that.

The book is peppered with practical tips that even pros tend to overlook. A good one: Never use tenants' apartment numbers to designate their parking spaces or burglars will always know when they're away.

A few of the general principles could use more expansion. For example, training programs are strongly recommended, but no training subjects or formats suggested.

The author's forte is rentsstructuring, raising and collecting them. Even old hands in the

business could benefit from h 50 pages on this subject.

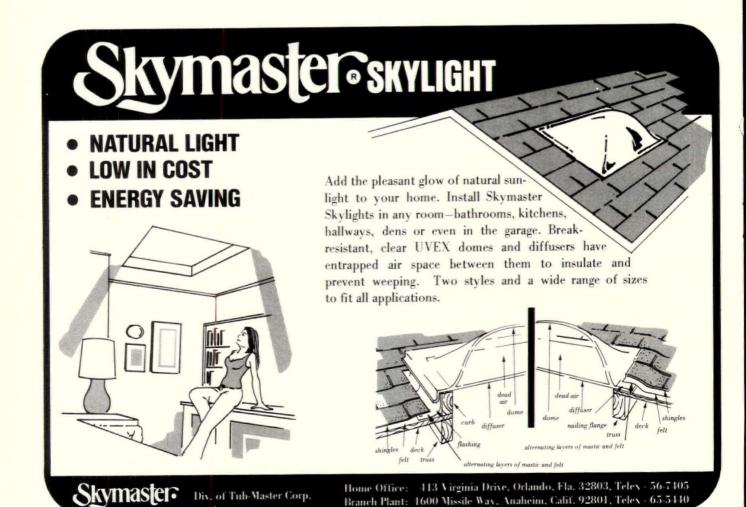
Elsewhere, the detail ge down to the shirtsleeves level how to write and run a newsp per ad, checklists for vaca apartment inspection, landsca ing and painting tips.

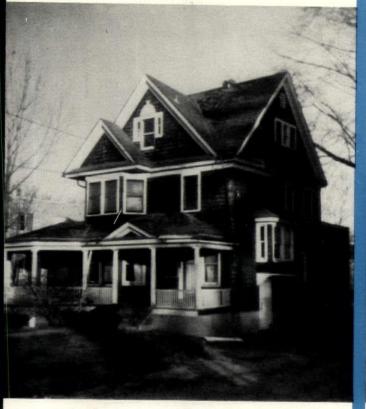
The closing chapter on recor keeping is brief because the a thor thinks record-keeping i terferes with management. I does cover the basics-e. monthly statements, employ records, budget analyses.

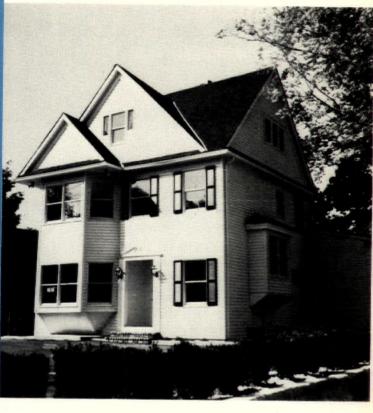
A 600-word beginner's glo sary mixes the ultra-basic words like carport, elevator as home-with the real estate to minology such as release dee riparian rights and tort.

In the information-poor apar ment-management field, th compendium of hard-won exp rience is probably the best star ing point currently available f the serious beginner, a good fresher for the rusty pro a worthwhile even for the no so-rusty veteran manager.

-H.C.







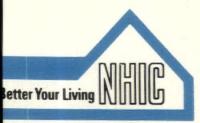
# Remodeling

# NHIC and your future

#### rofits are rising

ose rosy predictions by econists last year about the booming nodeling market this year were derstated. The first figures are in m the U.S. Department of Comrce, and it's clear this burgeoning nt is bursting at the seams. It's a itable Viking II on its way to rs. Hear this:

In 1975, total spending on intenance, repairs and improvent to U.S. residences amounted to



onal Home Improvement Council, Inc., . 44th Street . New York, N.Y. 10017

\$26.7 billion. The experts looked ahead to 1976, and said the total would rise to \$28, perhaps \$29 billion. The actual first quarter estimates show the current seasonally adjusted rate at \$29.9 billion! There's more. In 1972, 1973 and 1975, the confirmed rate at year end was higher than the first quarter seasonally adjusted rate. For example, in 1975, the first quarter rate was pegged at \$22.9 billion. By the end of the year, this had climbed to \$26.7 billion. Conclusion: There is every good reason to believe that by December 31, 1976, U.S. homeowners will have laid out considerably more than \$30 billion for remodeling and repairs.

What is even more remarkable is the fact that for the first time in memory, money spent on remodeling and upkeep is increasing year

by year at a faster rate than total dollars laid out for new housing. Another way to look at it: Homeowners in 1975 added to existing homes the equivalent of 700,000 new six-room houses. This compares with 870,000 new single-family houses built during the same period.

The inescapable facts: Homeowners in droves are opting for a better house right where they live, rather than go to the expense of selling, buying anew and moving. The writing is on the wall (that sidewall with peeling paint). Remodeling is, as a Wall Street broker puts it, a "go-go market," capable of enormous expansion during the years ahead. Listen to estimates by Frost & Sullivan, a market research group: By 1979, remodeling will have quickened its pace to the tune of \$51

continued

billion, and when 1984 (not by George Orwell) rolls around, the sum will rise quite possibly to \$91 billion. Staggering amounts of money. And a staggering opportunity for new business.

# Remodeling is non-cyclical

While this news may be of only modest value to builders totally committed to new housing, it is of more than ordinary comfort to the industry. As anyone who is even remotely associated with new construction knows, there are "up" years and "down" years. It is a cyclical business. Whereas remodeling, like a plow horse, trods steadily along year after year. Today, remodeling may be turning into a racing thoroughbred. Still steady. Still noncyclical. But pounding ahead, plow flying behind.

Why is all this happening? The high cost of new housing stands clearly as the number-one reason, coupled with continuing high mortgage interest rates. Nor are mortgages easy to obtain at high rates. The median price of a new house is now over \$40,000. Add to this the fact that approximately 45 million single-family houses in the U.S. are 20 or more years old. For a house, 20 is a critical age. Equipment has begun to sputter and fail. The 1956 house was underinsulated by today's energy-conscious standards, and owners know it all too well by the size of their power bills. And styles have changed. The 1976 bride isn't content with the 1956 kitchen or bath. To some extent, legislation will spur remodeling. Federal tax incentives, long discussed, are likely to become law soon. At least two states have passed temporary tax abatements for the newly remodeled house.

engaged in residential remodeling between 40,000 and 50,000. Taking the generous side, say 50,000 contractors share equally in the \$15 billion remodeling pie. That work

Consider the totals first. E

mates put the number of contract

John J. Butler, NHIC President, center, recognizes association founders, Al Fay, Vice-President, Marketing, National Gypsum, left, and Paul Shoemaker, formerly Executive Vice-President, Masonite, at the Council's 20th Anniversary luncheon held in Washington, D.C. June of 1976.

#### Profits for everyone

Suppliers, most distributors, utilities and lenders will reap benefits from nearly all \$30,000,000,000 of this remodeling market. Builders and contractors will share in approximately half the sum. According to U.S. Department of Commerce analyses, about 50% of the total figure for upkeep and improvement is accounted for by the growing do-it-yourself market. Even at that, contractors will prosper.

out to a neat \$300,000 gross for everyone, a respectable sum. Mo over, when the job is priced right remodeling often draws a higher than does new construction.

Now consider the extras. the \$15 billion in DIY, a portion revert to contractor business after the owner botches the job. Another portion will involve the remodele in joint DIY/contractor projects. Finally, there is a small but grown umber of remodelers who have expanded their business to include home centers; thus tapping bother has of this enormous opportunity.

# How NHIC member can help you

For all members of the inc try, there is ample room for gain. There is also a chance for loss. Lo Yes, because remodeling, though form of construction, is unlike by ing a new house. For most new houses, the problems are out in to open. The only unknown is the se and that undergoes standard test continu



Presenting testimony recently at the Federal Trade Commission were, left to right, Randolph J. Seifert, Vice-President and General Counsel, NHIC, and Council members Richard W. Witte, Asst. Vice-President, American Security Bank, Washington, D.C., Herman C. Dregalla, Vice-President, First Federal Savings and Loan Association of Erie (Pa.), and Guy D. Speed, Asst. Vice-President, Cleveland Trust Co.

When this builder built his own ream home, he wouldn't use anything but GAF Vanguard vinyl siding.



A man who knows both sides of ding story is builder Ron Gregory, enville, South Carolina. GAF® uard® vinyl siding has built such a reputation with him, he insisted ng it on his own home. We 't surprised, but we asked him

It goes up very easily, it's goodg, and it's practically indestruche answered. We asked him to ecific.

Those lightweight 12-foot panels heir pre-formed nailing flanges ots go up so fast, it's hard to e. And there's no painting or finishing—not even a touch-up. That saves time. Plus now, we have a choice of 6 colors in 8" and double 4" clapboard, and 8" vertical with smooth or textured finish. So Vanguard vinyl siding seems to be a natural for builders."

"Speaking as a homeowner, it stays looking good for years in the worst weather. That means no re-painting. Scratches don't show either, since the color goes clear through. And, it can't rot or rust."

"This siding does make a home easier to sell. I should know. I'm my own satisfied customer."

Thank you, Mr. Gregory.

GAF Corporation Dept. HH106, Building Materials (RSI) 140 West 51 St., New York, N.Y. 10020

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An Andersen Gliding Door brin the whole outside world into room. Creates a feeling of sp ciousness. Crisp, trim lines a elegance inside and out. Snug-f ting design and double-pane sat ty insulating glass, too.



# Add interest outside, spaciousness inside!

Be a little unconventional in your window planning with Anders Perma-Shield® Angle Bay or B



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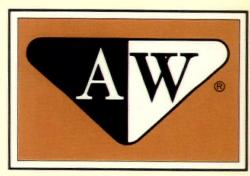
dersen Perma-Shield Shutters a beautiful finishing touch to a quality remodeling job. Built to Andersen quality standards. No painting. Sturdy. Lightweight. Low maintenance, preformed rigid vinyl sheath with the look of painted wood. Available in black or white, louver or panel style.

## Put an end to window pains!

When you install vinyl-clad Andersen Perma-Shield Windows with double-pane insulating glass, you give yourself the selling power of a virtually nomaintenance product. Long life rigid vinyl\* that won't crack, chip or peel. Won't rust, pit or corrode. No storm window bother.

#### The symbol of quality!

The Andersen Windowalls® label not only tells homeowners you've installed quality windows and gliding doors, it's a positive sign of the quality construction throughout your remodeling job. Let it work for you. Let it prove to your customers that basic can be beautiful. And help your business grow like blazes.



The beautiful way to remodel.



\*Perma-Shield white available in four window styles and gliding doors. Terratone color available only with Perma-Shield Casement and Awning Windows. Sash exterior of double-hung window has a weather-resistant, long-lasting polyurea finish. Frame is Perma-Shield rigid vinyl. Printing limitations prohibit exact color duplication of Terratone color. Use actual sample for building specifications.

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Present a place to prune, repot and mist.







Provide for a health spa in the bathroom. Everybody's health conscious today. Invest a little more and offer a Pulsation massaging shower instead of an ordinary hand shower — and you'll get back big dividends.

> Let Moen products help sell your houses. Use them where people expect them (like the kitchen and bath) to add a touch of quality. Or use them where people don't expect them to make new sales. But always, always, you'll get the same famous Moen quality, from the people who first gave you the singlehandle faucet. All Moen faucets are equipped for automatic water/energy conservation. See your Moen man today for other ideas. Or contact Moen, a Division of Stanadyne, Elyria, Ohio 44035.

There's only one. **MOEN** 



Whereas each alteration, every wall that's moved or removed, every sagging beam shored up can present a new set of problems. Profits go to the company that meets and overcomes the problems with an experienced hand. Developing experience is an individual enterprise. No one buys it. But help is available. It is at this point that NHIC, the National Home Improvement Council, can become a profitable part of your future. NHIC is made up of industry members at all levels who have already been successful in remodeling. For the modest cost of membership, their expertise is available to you. They can steer you away from the risk of loss toward the pleasures of a tidy profit.

No matter where you stand in the distribution system, there are numbers of people in NHIC who can talk intelligently about your business, and authoritatively on remodeling. NHIC is a true homogeneous group that spans the distance between raw material and final consumer. It is an organization that binds together building material manufacturers, other national trade associations vitally interested in remodeling, shelter-oriented consumer and trade magazines, contractors, distributors, local suppliers and utility personnel belonging to regional chapters stretching from Los Angeles to Boston and Milwaukee to Birmingham, Ala.

Just as remodeling is growing, so is NHIC. By 1980, this group expects to have doubled the number of chapters throughout the U.S. (it already has a working relationship with a similar group in England), the total membership and the number of national participants.

#### Where it all began

Ever since its inception, NHIC has been growing. It all began in 1955 when President Eisenhower foresaw a shortage of mortgage money looming on the 1956 horizon. He urged members of the industry to take up the slack by expanding the market for home improvements. Material suppliers, dealers, contractors, distributors and others pooled their promotional

efforts and came up with a slogan: '56, the Year to Fix," a home improvement drive unequaled until that year. Casting about for an organizational name, the founders came up with "Operation Home Improvement."

Now celebrating its 20th Anniversary under the NHIC banner, fledgling OHI proved resoundingly successful that first year. Homesomewhat different results from membership, all six serve as partne Officers and directors currently ar drawn from several segments and one sub-group dominates NHIC. This is due principally to a realization that stimulation of the remode ing market is a common goal and one brought about better in conce than individually. So again, how will you benefit by joining NHIC?



Top NHIC brass gathers at the dais during the NHIC Annual Convention held in Miami Beach this year. At the podium: NHIC President, John J. Butler, and second from his right, John E. St. Lawrence, immediate past President, NHIC and an executive at General Electric Co.

owners throughout the country got the message to the tune of \$8 billion, the largest expenditure for maintenance, repair and home improvement made to that date. Some confusion over the name grew from its similarity to the Oil Heat Institute, and the change was soon made to National Home Improvement Council. At start up, OHI was a temporary promotion to solve a temporary problem. Today, NHIC is quite permanent, armed now to do much more than solve problems. It is a storehouse of priceless practical information; a training center; a promotional arm; a meeting of minds and a supplier of fresh ideas.

How will membership in NHIC benefit your business? That's a multi-level question, deserving answers directed specifically to the six active segments making up NHIC: contractors, manufacturers, distributors, lenders, utilities and publishers. While each group seeks

#### Help for builders and contractors

If you are a contractor or builder, consumer confidence is overwhelm ingly the number one advantage cited repeatedly by present remod eler members. Local NHIC chapte have been formed for this reason. It often comes about like this: A h dozen or so veteran remodelers, respected in their community, mee to talk over mutual problems. The discussion gradually rivets on the questionable practices of two or three new firms in town. By comparing notes, they establish that at least one company is bilking the public and the reputation of all home improvement companies is endangered. What facts they know about the firm can be turned over the local district attorney. But a much more lasting, positive step is continue



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When a would-be homeowner steps onto GAFSTAR® Brite-Bond™ Citation flooring, she'll love the soft, super-cushioned sensation and the urethane surface that needs no waxing to keep its bright shine. And you'll be a step closer to making a sale. Because our supercushioned floor is an "extra" well worth its price in creating an atmosphere of luxury. Of course, a floor won't sell an entire house. But the good impression you make with

GAFSTAR Brite-Bond Citation speaks to people of the quality you've put into every room.

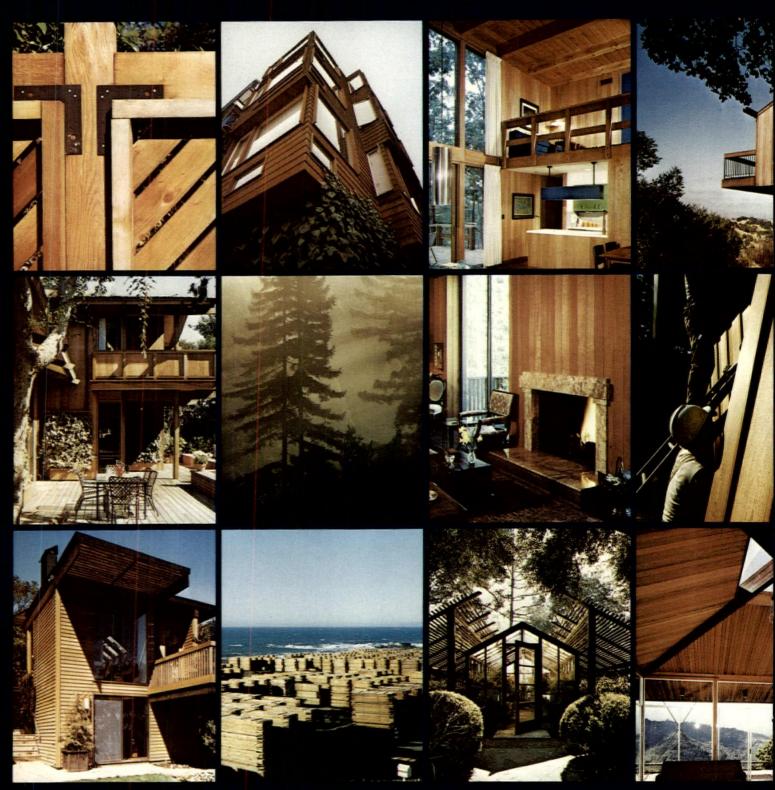
And you can't have it much softer than that.

For more information, call or write to GAF Corporation, Floor Products, Dept. K34, Box 1121, Radio City Station, New York, New York 10019



H&H OCTOBER 1976 43

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Is it the warmth and color? Design possibilities? Durability or the easy-working quality that makes G-P Redwood so beautiful? We think so, of course. But if you said availability—you're not only right, you're a pretty smart builder.

#### WHAT YOU WANT, WHEN YOU WANT IT.

One of the real beauties of G-P Redwood boils down to this: You nearby Georgia-Pacific Register Dealer can get the patterns, grad and sizes you want, when you want it. Everything from kiln driec clear all-heart to garden grades. And that includes G-P's exclusive Bee-grade—fine Redwood at a very reasonable price.

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#### THE RESULTS SPEAK— AND PAY—FOR THEMSELVES.

Home buyers love the rich, distinctive look of Redwood. But they sometimes overlook its other qualities—it's an excellent insulator; remarkably resistant to weather, insects and decay; holds stain longer than most woods and left untreated, it weathers to a rugged barn gray.

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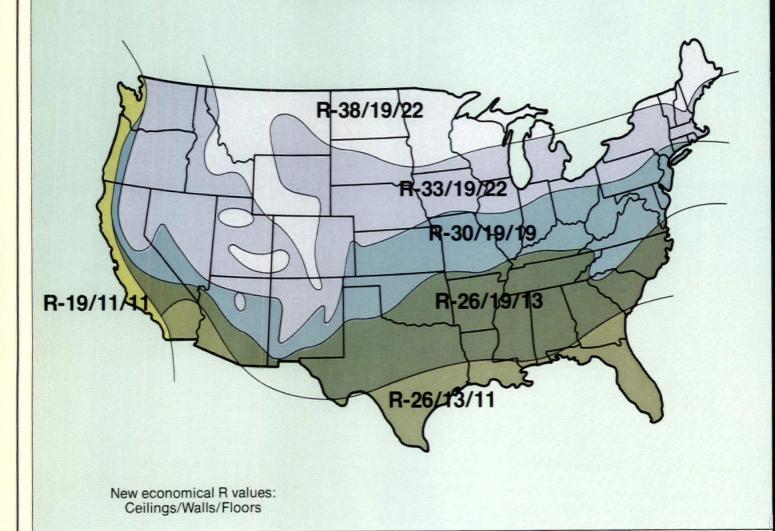
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CIRCLE 45 ON READER SERVICE CARD



# Here are the new economical levels of insulation recommended by Owens-Corning for six U.S. climatic zones



# Insulation is

#### Today's home buyer know

Today's skyrocketing prices for oil, natural gas, and electricity have turned home building into a whole new ball game.

Suddenly, an extra few hundred dollars' worth of insulation can mean a saving of up to thousands of dollars on heating and air-conditioning bills over the lifetime of a house. And

Energy-Per-Month cost (EPM) is fast becoming the second biggest home selling feature, next to price itself.

#### **Economical levels**

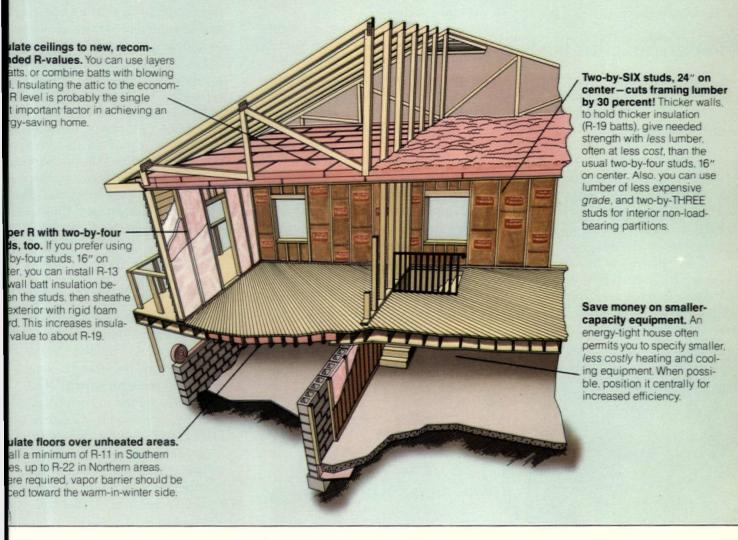
Above you see Owens-Corning's recommendations for totally new economical levels of insulation—for the era of high-cost energy.

How did we arrive at these numbers? Very carefully.

Months of computer analyses were performed, using data from degree days and cooling hours in 71 cities to insulation costs, prese energy costs, projected energy coand investment criteria. The resul Recommendations representing a

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#### Here are some practical ways of achieving these new recommended levels of insulation and of providing more affordable housing



# cheaper than oil.

#### and he expects you to know it, too!

ance between the cost of any led insulation and the value of ray it saves. Guidelines to the nomical amounts of insulation for ings, walls and floors in each area.

#### Franslating R's into inches

The new recommendations are rages for each zone, expressed in

"R's"—the resistance an insulating material offers to the passage of heat. The R values for ceiling insulation translate to about 12" (R-38) of Fiberglas\* building insulation in a Northern city like Minneapolis to about 8" (R-26) in most of the Southern states. And a full 6" (R-19) batt, even for the balmy West Coast.

The diagram above gives valuable tips on how to build energytight homes without driving costs through the roof.

For details, and sales aids to help you turn your energy-saving houses into sales faster, write: F.M. Meeks, Owens-Corning Fiberglas Corp. Fiberglas Tower, Toledo, Ohio 43659.

Owens-Corning is Fiberglas FIBERGLAS



taken: They join forces under one organizational head with a strict set of ethical standards. The group, of course, is the National Home Improvement Council. Then through steady promotional efforts, the public is made aware that NHIC members are reliable.

#### Membership standards

After a number of years of membership in his local council, one New England member said, "We've not only won the respect of the community, but we get the same reaction from city hall, the Better Business Bureau, building inspectors—you name them." A member from a southern chapter said they had helped the local BBB draw up home improvement guidelines.

You can assume that local chapters were formed by a cadre of top-drawer companies. But in the inevitable drive for membership, will the chapter stay "pure," or will a

tising program," says a New York chapter officer. "This produces over \$1 million in sales each year and at least 3,000 leads for chapter members. Our ads are aimed exclusively at building a favorable image for members of the council." A typical headline states, "We pledge your dream house won't become a nightmare...the members of the National Home Improvement Council are businessmen you can trust for professional results." Members are then permitted (and encouraged) to use the NHIC seal in their own company advertising. On a continuing basis, this kind of advertising influences the public attitude.

Recognition is brought about in as many other ways as there are to promote an idea. Radio, television, newspaper publicity, home shows, garden shows, house tours ... the list is as long as the roster of members, each one bringing to the group his own experience and imagination.



A strong point is made by Rep. Millicent Fenwick (R. N.J.) to Rep. John Murphy (D. N.Y.) and NHIC Board Member, Bob Williams, Account Manager, Popular Science, at NHIC Congressional Breakfast.

bad apple slip in? A good question for you to ask. No one is perfect. Some contractors less interested in image than in quick profits have squirmed by the stringent membership analysis by members. But they don't stay. One of two things happen. They decide on their own to get out. Or the membership catches on and asks for a resignation.

The second most often named advantage of NHIC membership is recognition. Promotion of NHIC as a group helps each member. "Probably the most important aspect of chapter activities is our adver-

### Home improvement shows

For example, Milwaukee area homeowners have been conditioned to anticipate the Annual Home Improvement Show, an event held by the Milwaukee Chapter of NHIC and the Milwaukee Sentinel. The event generally falls around the end of February when homeowners are fed up with snow and ache for Spring. The show has almost become a harbinger of Spring, a prelude to the days when owners can

get outside and fix up their yards and house. News of the show is spread in the Sentinel and in local radio and television announcemen Families show up by the thousand to see approximately 70 exhibitors, watch a live demonstration of adding a room to an existing house, and hear animated talks on home remodeling, decorating and garder ing. NHIC members who exhibit are eager to show again next year, since they walk away with a bund of live leads worth many times the investment. Moreover, the show itself makes a profit. This activity is not exclusive to Milwaukee. Oth chapters hold variations on the theme, jointly promoting the idea home improvement and the image of the chapter.

### A source of valuable information

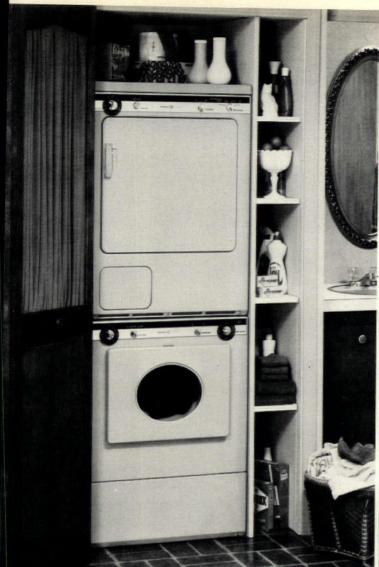
NHIC as a source of valuable information rates high in important to members. Principally, this comes from two pipelines—the national office and other members. "It's impossible for me to keep track of all the laws passed by Congress on OSHA, flood control, consumer protection and so on," admits a Pittsburgh member. "By being a member of NHIC, I get all the fact and can operate my business in a legal manner."

Such information flows from NHIC's general counsel, who keeps up a regular liaison with the alphabet groups: FHA, FTC, OSHA, along with the White House Office of Consumer Affairs, Bureau of the Census, Department of Labor and Congressional Committees working in areas that influence the remodeling industry.

As a result of spending these energies, the government bodies have come to call on NHIC for advice. For example, NHIC was asked by the President to contribut ideas on stabilizing the economy. When the Federal Energy Administration wanted data on, as it called it, retrofitting the homes of America it turned to NHIC for help. The list goes on.

One seemingly small but vita NHIC effort was the resurrection

continue



Front loading means they're stackable.

Just 70" high. So you don't need a whole laundry room to do the laundry.



Put them in the kitchen, or laundry, side-by-side under a counter. In the bathroom, under a vanity.

# Just give us a little space and we'll help you sell your homes.

#### The Economical Space Mates from White-Westinghouse.

The solidly built Space Mates front-loading washer and dryer fit into places no other full sized washer and dryer can. Each unit is just 27" wide by 27" deep and 35" high.

And, you'll save more than space. Because of the exclusive tumble action washing system, the White-Westinghouse front-load washer uses 36% less water than conventional top-load machines. For example, in a typical 72 unit complex the White-Westinghouse Space Mates can save over 500,000 gallons of water every year (based on 8 loads per unit per week). With the prices of water going up like everything else that's a big saving, not to mention the energy it takes to heat the water.

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U.S.A., your job will be over once they're in your home.

Stack up the reasons and you'll choose the Space Mates from White-Westinghouse. And so will your customers.

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And so to work. This is a typical well-attended session mixing members from all levels of the industry. NHIC Research Committee is meeting here at the L'Enfant Plaza in Washington, D.C.

of the Census report on remodeling (which government officials had planned to drop). NHIC knew that without the right business statistics in hand, planning is hobbled if not halted. It was NHIC that helped rewrite the survey.

Still one more clear indication of NHIC's close ties to information from the government is its annual Congressional Breakfast, held in Washington each year. This is a well attended affair, giving NHIC members a chance to meet and talk privately with congressmen (and women) on the issues important to you.

#### Exchange of ideas

The second source of information to members is more informal, but quite possibly more important. This comes from other members. "I come away from the annual convention with a head full of terrific ideas," says a West Coast member. "Most of those ideas came from guys in other chapters around the country. We just trade notes on business over a beer. Before long, I've got some fresh slants on advertising along with good tips on compensating my salesmen. The best thing is this. We let our hair down. We talk salaries and mark-up and profits—no holds barred. After all, they aren't competing with me in my area. So why not tell it the way it is? There aren't textbooks anywhere that can match that kind of hard

knowledge, and it's why I keep coming back to the NHIC conventions."

While talking dollars and cents makes sense, it's not the only kind of knowledge passed along at national NHIC conventions, held generally at the beginning of each calendar year in an interesting locale (New Orleans, Miami Beach, San Francisco, etc.). Here are some of the subjects typically presented during convention seminars: kitchen and bath remodeling ideas; how to train salesmen and estimators; how to hire the right people; steps to take in market research; how to meet consumerism head-on; controlling your time efficiently and getting the most out of your advertising dollars.

#### Monthly chapter meetings

National conventions are one a year. A much more steady flow of information is passed along to members at monthly chapter meetings. Here's how one Pittsburgh contractor puts it, "I joined NHIC to get information from successful remodelers, and the rewards were much greater than I expected. I've learned about overhead, pricing, discounts and how to pay salesmenjust the kind of education a small contractor like me needs. More than that, at the chapter meetings, I met lenders from the Pittsburgh area who invited me in to talk about a loan program. I can't imagine where else I could go to meet the people who make remodeling go."

Finally, there's the cameraderie. NHIC members talk the same language. They get together and play golf, or have a buffet dinner, or a Christmas party. Friend ships grow. Business is passed along For example, a kitchen specialist, once he knows the members well, would pass along a lead for an attic expansion, something he doesn't do, but a job he knows a friend of his does well. One seasoned membe recalls, "Before I joined NHIC, I wa sure all my competitors were stinkers. Now I know we're all in the same boat with just about the same kind of problems. I've learned a lot since I became a member, and I feel certain I'm a better businessman for



Table-top displays by manufacturers are studied by delegates to the 1976 Annual Convention of the Council in Miami Beach, Fla.

# Eljer's prescription for bathroom remodeling success

A complete "How-to" Program to help you capture a share of the rapidly growing bathroom remodeling market.



Bathroom remodeling is growing by leaps and bounds but it's no easy market to crack-Eljer's program can help you.

The Bathroom Remodeler's Manual is an authoritative booklet that gets right down to the real nitty gritty of operating a successful bathroom remodeling business—including tips on working with subcontractors, establishing cost estimating and job control methods. developing good bathroom designs, organizing and training salesmen/designers, and obtaining qualified sales leads.

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Included is a self-teaching, step-by-step guide to the use of the presentation book. This valuable guidebook is loaded with tips on selling

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These managers participate in training programs to get practical informa-

tion on things like marketing trends... builder financing, merchandising, kitchen planning and other builder problems. And *then* they get complete briefing on the full line of quality Whirlpool builder appliances and after-thesale services like COOL-LINE® Service and TECH-CARE® Service, which can be important to a builder.

The result: You get a lot more than an appliance salesman. You get a man who can understand what your needs are . . . and works with you in meeting them.

A call to your Whirlpool Distributor is all it takes to get one of these trained professionals at your shoulder. And rest assured, he will

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#### Help where it counts

Whirlpool Distributor pre-sale and post-sale services



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It's a dream your customers have worked hard for, and one of the biggest investments they'll make in a lifetime. Help them protect it, and increase your sales, with Bird solid vinyl siding.

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Please send me full information and samples on your low-maintenance Bird solid vinyl siding line.

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Please also include facts on: ☐ Solid vinyl gutters
☐ Ornamental plastic shutters ☐ Bird asphalt roofing

"House & Home-Oct. 1976"



#### Manufacturers gain

If you are a manufacturer, having a direct line to the top remodeling contractors in the country is named most beneficial by representatives who are now members. When you get down to the raison d'etre for your business, material sales is what it's all about. Remodelers move a sizeable amount of goods each year. Getting to know the contractor and distributor members of NHIC isn't going to guarantee a 100% rise in sales overnight. But working with members, learning their problems, making friends is good business over the long haul. They remember. A Washington area contractor spoke candidly, "I think having suppliers as members is more than just a good idea. It's great. Let's be honest. Without their financial help, we wouldn't have a strong national office. Without a strong national office, we don't get the information we need to run our business better.'

A New York remodeler added, "I think one of the greatest advantages of NHIC is the fact that it has united a lot of people going in different directions into a solid front. It's meant we could go to Washington with one voice and speak directly to the FTC. There's power in numbers. There's more power when the numbers include all levels of an industry."

So, for their efforts at NHIC meetings and on NHIC committees, manufacturers gain this advantage. When their field man calls on an NHIC member, he gets an attentive ear. When a non-member supplier rep calls, he may get the brush.

More than that. Most industry problems that fall in the lap of contractors and distributors affect manufacturers. If concerted effort can solve the problem for the company in the local area, it can solve it just as well for material suppliers on a national level.



Informal talk is the order of the morning when Congressmen and women and NHIC Board members sit down to Council's Annual Congressional Breakfast.

Event was well-attended by both groups.

#### New market insights

There is also at work an inverse learning quotient. Just as contractors absorb usable knowledge from suppliers, so in equal measure do the building product makers learn from contractors. One vicepresident of a well-known company said it this way: "NHIC meetings give me valuable insights into the current market trends for remodeling. I get these impressions from only one source at the meetingsthe contractor members. I am delighted to have the chance each year at the national convention to talk to so many contractors first hand in so short a time."

At the outset, NHIC's goal was to enlarge the market for remodeling. It was to material suppliers that President Eisenhower turned for help (for one reason, because there was no NHIC at the time). There is still a strong feeling among manufacturer members that the best way to broaden the market is to work cooperatively with the dealers, distributors, contractors and builders who will be carrying on their shoulders the job of broadening the local markets. Present members find the best way to help is simultaneously at the national and chapter levels. At national meetings, producers share their business expertise. At chapter meetings, field men have the opportunity to work first hand with their own customers. That's the kind of concerted effort that pays off.

### A word to lenders

If you are a lender, getting to know the contractors is usually the first advantage mentioned by lenders who are now members. "It's always been a good idea to keep in touch with our market," says a Pennsylvania lender who has been an NHI member for several years. "Joining the local chapter of NHIC has proven an excellent way to know each contractor personally, learn about his background and appreciate his business acumen. You can imagine how important that is toda with the holder-in-due-course legislation. It's simply a practical and very wise move on our part." H went on to explain, "Not every lender in this area offers loans through contractors. We do, and this explains why we feel our institu tion must keep in touch with an organization like NHIC. I can't imagine why any lender handling dealer loans would not feel the sam way. But let me take that one step further. Institutions dealing only in home improvement loans to consumers ought to think seriously about joining NHIC. It is definitely a plus when the loan officer can recommend several remodelers to a borrower. It's the kind of extra service that makes business grow. And there's no better way to find ou who the dependable contractors are than to join NHIC.'



Sierra Roof gives a home that "curb

ppeal" that makes a prospect look-

nd think-twice! For sheer, distinctive

eauty, nothing can touch a Sierra oof, with its bold, rough-hewn texture ad mellow, natural coloration.

erra Shingles offer more—the fire-

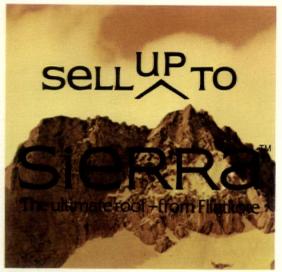
sistance, weather protection and ng, trouble-free life built into "new

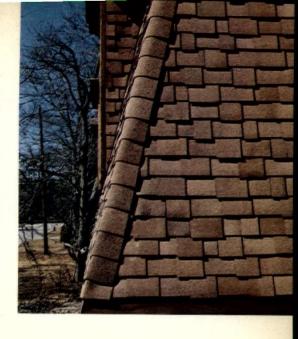
reed" asphalt heavyweight shingles;

lass C fire rating, UL wind resistant

bel, a 25 year limited warranty\*.







Sierra Asphalt Shingles give you the edge, deliver the extra value that assures customer satisfaction. There is no better way to update any home, whatever its age! Get in touch with your Flintkote dealer or distributor or mail coupon today. Sell up to Sierrathe ultimate roof!

Sierra Shingles not available West of the Rockies.

#### THE FLINTKOTE COMPANY **Building Materials & Gypsum Division**

480 Central Avenue E. Rutherford, N. J. 07073

CIRCLE 57 ON READER SERVICE CARD Reproduced by permission from the March, 1976, issue of Good Housekeeping Magazine. © 1976 by the Hearst Corporation. The Flintkote Co./Building Materials & Gypsum Div.; 480 Central Ave., E. Rutherford, N.J. 07073 Gentlemen: Please send full information about Sierra Shingles 
☐. Have a representative call ☐. Company \_\_\_\_\_Title\_\_\_ City\_\_\_\_State\_\_\_\_Zip\_\_\_\_ Phone\_

ertificate available upon request.

## Tell your remodeling customers: It pays to stay with gas.



Gas appliances use less energy, cost less to operate.

Huge remodeling/replacement market. 33 million families heat with gas. 29 million families heat water with gas. 32 million families cook with gas. 9 million families dry clothes with gas. A lot of them will be remodeling this year and replacing their gas equipment. Here are some facts you should know about gas:

Gas is the efficient energy. People replacing their old gas equipment with new gas equipment don't add to the energy problem. Studies by the U.S. Government's Council on Environmental Quality show that gas appliances use considerably less of America's energy resources than other comparable types of appliances. And they cost less than half as much to operate.

Gas will keep coming. The Federal Power Commission has specified that the natural gas industry's first priority must be to keep on supplying homes that now have gas. So your customers for home additions and other remodeling can expect to have continued gas service.

How to have satisfied clients. Recommend that your customers stay with gas. They already know about the convenience and dependability of natural gas. They'll thank you for pointing out its efficiency and economy. Now more than ever, it pays to stay with gas.

Use gas wisely. It's clean energy for today and tomorrow.

# WE'RE BUILDING A BRAND NAME FOR YOU IN SIDINGS. AND WE'RE TELLING THE WORLD ABOUT IT.

WELDWOOD SIDINGS.

Weldwood isn't a brand new

And that's the beauty of it. brand name. It's known to the millions of Americans who've seen our national advertising for Weldwood® paneling.

That's why we're now using the same famous name for all of our

sidings. But that's just the beginning.

We've got another "Knock on Weldwood" campaign coming up. And this time, our commercials will also star Weldwood sidings. Millions of Americans will see these commercials. They'll also see fullcolor print ads in the magazines

they read. And they'll want Weldwood sidings for the outside of their homes. So you'll get the built-in benefit of a famous and respected brand name. The Weldwood name. For sidings.



U.S. Plywood®

Champion International Corporation 1 Landmark Square, Stamford, Conn. 06921

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\*West of the Rockies, available by special order. Patent pending for Yorktown siding

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#### Upgrade standards

Another point cited by many lenders. Membership in a group like NHIC tends by its nature to upgrade the standards of each contractor who joins. When that happens, their reputation jointly and individually improves. When standards rise, the benefits accrue to the lender as well. There is less risk involved; more dependability.

Membership in NHIC opens up a line of communication. "We are inclined to talk to ourselves," admits one Chicago banker. "It does us good to find out what money problems exist in an industry like remodeling. Not only are we able sometimes to solve the problem, but, you know, there are cases where we learn a thing or two about our own business."

Moreover, lenders point out the opportunity to join forces with other segments of the industry, and with a more powerful voice, speak up for legislation beneficial to the financial community and the remodeling industry. Or join the fray against legislation detrimental to their common goals.

The Pennsylvanian adds one more point: "As officers of our bank, we would do well to expand our relationship to as many levels of business in the community as possible. Becaue of the unique vertical integration of NHIC's membership, we have the opportunity at chapter meetings to know not only the contractors, but local distributors, utility personnel, local supplier representatives, and quite often, local advertising agency and newspaper representatives. That's quite a cross-section in one group."

#### A role for utilities

If you are a utility executive, energy efficiency is one of the foremost problems of the day, and promises to be important for decades to come. NHIC contractors are the men who are going to help relieve the problem. On a two-way street of communication, NHIC members from utilities and from the remodeling

companies hammer out programs for saving energy in which all participants gain.

In some cases, utilities have gone into the insulation sales business, so important is the crisis, they believe. Once made, the sales are turned over to contractors for follow-up and installation. Even for this simple business transaction, membership in NHIC affords utility representatives an avenue to the most reliable insulation contractors.

Yet, with energy resources admittedly in short supply, a good number of personnel from utilities are ambivalent on the subject. Some are charter members of NHIC chapters. They've built lasting friendships over the years. Because of this, they find it easy to get across the energy-efficient message. But in the back of their mind is the thought that fuel won't always be in short supply. As a result, they still join in on local promotions, such as home shows and public relations campaigns. In fact, nationally, utilities spend millions of dollars helping promote local business. In short, they help contractors expand their market now, in spite of the fact that it may not necessarily mean more sales of gas and electric equipment. Some day, with a new power source to back up their own promotion, these NHIC members from utilities will want that contractor business. When that time arrives, it will be the utilities that have cooperated continuously winning the lion's share of business.

### A publisher's opportunity

If you are a publisher, a multitude of opportunities awaits you in NHI membership. The most obvious is the chance to work elbow to elbow with top men from material suppliers—men who can make decision about advertising. Moreover, membership has given the present publisher members an understanding of the remodeling market unobtainable outside the confines of NHIC meetings. As anyone in selling knows, the first rule of the game is to understand the market.

These alliances have brough about magazine promotions in whi both publisher and supplier benefitted, not to leave out remodeler and reader. These promotions are devoted exclusively to remodelingspecial sections in the national magazines combining editorial con tent and building material advertising aimed at the owner on the way to or thinking about home improvements. Such sections have appeared in House Beautiful, House & Garden, Popular Science and Better Homes & Gardens. An outstanding example is the section you are reading right now in House & Home.

#### A member's role

There is nothing exclusive about running remodeling sections. Other publishers have done so from continued



More conversation at NHIC's 1976 Congressional Breakfast between Joe Russell, Milwaukee Chapter representative on the NHIC Board, left; Board Member Al Ellrodt, Director, Marketing and Planning, Kohler Co., center, and Rep. William A. Steiger (R. Wisc.).





#### Hotpoint's no-frost refrigerators can help sell a kitchen. And save space doing it!

The kitchen can be the single most important room in closing a sale or rental.

And that's where our refrigerators come in!

Today, most people want the convenience of a no-frost refrigerator in their home. And they're willing to pay more for it.

#### Feature-packed refrigerators.

The two Hotpoint models shown above offer the convenience of no-frost and a lot more features, as well.

Features like doorstops, a trilon crisper, easy-release ice trays and the covered dairy compartment in our 14.2 cu. ft. refrigerator.

Or the added convenience of cantilever shelves, twin crispers, a removable freezer shelf, optional automatic ice maker (available at extra cost) and the Power Saver Switch in our 15.7 cu. ft. model.

#### More refrigerator in less space.

We've designed our new refrigerators to give your buyers and tenants more fresh food and freezer capacity on less floor

space. Our 14.2 cu. ft. model, for example, is just 28" wide; the CTF16CT only 30½" wide.

And, of course, Hotpoint refrigerators come in a wide variety of sizes and capacities—from a 9.5 cu. ft. single door all the way up to our deluxe 23.5 cu. ft. side-by-side.

#### A name people know.

Hotpoint is a nationally recognized brand name that stands for quality. The kind of quality

association that can carry over to the rest of your unit and furnishings as well. And remember, every product we sell is backed by a nationwide service system called Customer Care... Everywhere.®

If you'd like more information on our refrigerators, or any other appliance we make, talk to your Hotpoint Representative. He's our salesman, but part of his job is helping you make more sales!

#### We hustle for your business. And it shows.



# Hotpoint

A Quality Product of General Electric Company

# Free Cost Cutter:



Plywood Cost Cutters for Commercial Construction. Sixteen specific ways to cut the fat out of building. Bonded roofs, pre-framed walls, acoustical floors. And other plywood money-saving tactics for 1976.

(Circle Service No. 485)



Plywood for Floors. All the floor systems in one place. New span tables for glued floors. New ideas like plywood and foam. New information on heavy-duty floors. New specifications.

(Circle Service No. 489)



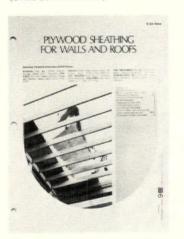
Softwood Plywood for Interiors. Thirty-eight full-color ways to use textured plywood inside. Grooved plywood that looks better than boards. A Medium Density Overlay Plywood wall. A rough-sawn Textured 1-11 bathroom.

(Circle Service No. 493)



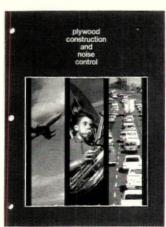
Here's the All-Weather Wood Foundation System. Build seven times faster than concrete block and \$300 cheaper. In rain, snow or sunshine. The responses are pouring in. "I installed it in 1½hours." "No leaks."

(Circle Service No. 486)



Plywood Sheathing for Walls and Roofs. Use %-inch plywood instead of ½-inch for roofs. That's the kind of cost cutter you'll find in this 12-page booklet on roof decking, preframed roof panels, diaphragm construction and more.

(Circle Service No. 490)



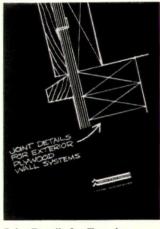
Plywood Construction and Noise Control. The basic facts and solutions on noise. Sound transmission levels. Acoustical lab testing. Ratings for floors and walls. Field tests. The works.

(Circle Service No. 494)

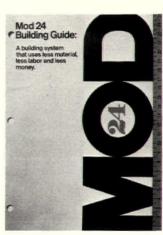


APA Glued Floor System. How it works. How it saves on call-backs. How it adds stiffness. How the new span tables make it more efficient. One builder saves \$10,000 a year in no call-backs.

(Circle Service No. 487)

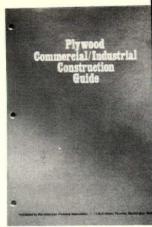


Joint Details for Exterior Plywood Wall Systems. A poster that shows 39 details on how to handle plywood joints. Window treatment. Corner. Vertical. Horizontal. All using conventional materials. (Circle Service No. 491)



Mod 24 Building Guide. Tells how to use plywood over lumber framing, spaced on a 24-inch module, and save \$200 a house. Less labor. Less materials. Less money. And plenty of proof.

(Circle Service No. 495)



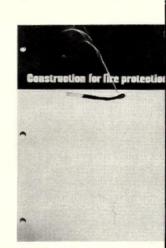
Plywood Commercial/Industi Construction Guide. The big volume for plywood systems Fifty-five pages on plywood roofs, walls, floors, fireresistant construction and finishing. Also up-to-date specifications guide.

(Circle Service No. 488)



Plywood Siding. A full-color 16-page book on mostly multifamily and commercial siding examples. Also color closeups of different plywood features. And a good section on finishing.

(Circle Service No. 492)



Construction for Fire Protection. A 32-page guide t wood/plywood systems that meet code and insurance requirements. Explains the code picture in a nutshell. An insurance ratings. Loaded with benefits.

(Circle Service No. 496)

# or builders.

For a quick reply from APA:

### Start cutting here.

I'm already cutting costs, but please send me the following free books to see if I've missed any tricks.	
Plywood Cost Cutters for Commercial Construction.	
Here's the All-Weather Wood Foundation System.	
APA Glued Floor System.	
Plywood Commercial/ Industrial Construction Guide.	N. W.
Plywood for Floors.	
Plywood Sheathing for Walls and Roofs.	
Joint Details for Exterior Plywood Wall Systems.	American Plywood Association Department H-106 Tacoma, Washington 98401
Plywood Siding.	Name
Softwood Plywood for Interiors.	Company
Plywood Construction and Noise Control.	Address
Mod 24 Building Guide.	StateZip
Construction for Fire Protection.	AMERICAN PLYWOOD ASSOCIATION

time to time. But it's rather like playing golf at a private country club. When you're a member, you can play whenever you like. As a non-member, you play only as someone's guest, and not very often.

More than that, membership in NHIC affords your editors an inside track to a King-Henry-VIII feast of remodeling stories: remarkable "before" and "after" versions of residences, human interest stories, predictions for the future of the remodeling business, accurate statistics, business success stories, howit-was-done stories and many more. Contractors familiar with editormembers are more likely to open up than with reporters from nonmember publications.

Finally, nothing in a magazine begins without an idea. Membership in NHIC brings publishers and editors in contact with a wide variety of careers, because of the association's vertical integration from contractor to supplier. Any magazine man or woman worth their salt will be stimulated by the ideas generated at NHIC meetings. And these ideas can lead to stories other than remodeling-money, for example, or the law, or energy. They can also lead to new magazine marketing slants. It's happened, and will again.

#### Good contacts for a distributor

If you are a distributor or wholesaler the advantages at the local chapter level are almost self-evident. As one New York distributor put it, "These are your customers. Where else can you greet a collection of good contractors under one roof and get to know them well?"

Yet, there's more than customer contacts awaiting the distributor. The New York member continues, "This has been an educational experience. Over the years, we have absorbed a remarkable amount of information about remodeling. I can't tell you how much this has helped our business. We have become experts in home improvement, and now it is often to us that contractors turn for help. A simple example: an aluminum siding contractor we service was trying to find a roofer. We found him one quickly. Now they operate as a team on houses that need new siding and roofing. But we also help our customers now with such things as office management, production, sales and advertising. Membership in NHIC is the single reason we've been able to offer this service. It's been invaluable."



Time for the women to take over. Phyllis Squires, left, President, Women's Auxiliary of NHIC, begins the Miami Beach meeting last February. Seated are Nancy Ballinger, President-Elect and Chris More, Secretary. Meetings were held at the Americana Hotel.

#### Educational advanta

At the national level, two advantages stand above others for a distributor. The first is, again, educational. Meeting in seminars with other distributors, debating problems they share mutually, turns up solutions that often do no come about any other way. The second is the chance to make contacts with suppliers. With everyor in the line of distribution on hand the inevitable snags that occur ald the way get aired. Once out in the open, these hitches no longer seen so difficult to solve.

A midwest distributor add "Membership in NHIC has given us a chance to help our contractor customers solve their difficulties v local and national legislation. We now have a tax abatement on a remodeled house, thanks to joint effort on the chapter's part. That had a hand in the drive has raised our 'level of appreciation' with ou customers."

Finally, by taking part in establishing ethical standards and seeing that they are adhered to, a distributor automatically improthe reliability of his market.

#### Find out more today

Learn how you can benefit from membership in NHIC. Get all the facts about this growing national organization. Fill out the coupon below and send it in today. You will receive a complete packet of information on publications, promotions and prices.

National Home Improvement Council
11 East 44th Street, New York, N.Y.
Yes, I would like to know more about NHIC. Please send me your free poof information.
I am a $\square$ Contractor/Builder; $\square$ M
facturer; ☐ Distributor; ☐ Let ☐ Utility Representative; ☐ Public
□ Other
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Title
Firm
Street
City and State
Zip Code
Telephone

# Let the built-in beauty of General Electric's ovens, compactors and dishwashers help sell your homes.



#### Two beautiful built-in self-cleaning ovens.

Full glass picture window ovens with P-7® Self-Cleaning Oven Systems. Upper one has an automatic meat thermometer and rotisserie with spit and rack. Heavy insulation provides efficiency and helps keep the kitchen cool. A digital clock is included in the glass control panel.

You can then complete your beautiful kitchen with one of our Cook Top surface units and custom hoods.

#### **Built-in trash** compactor saves time and work.

With a GE Compactor and a Disposall® unit, there are no messy trash cans to clean, and a week's trash accumulation (for the average family of 4) is reduced to one neat disposable bag.

#### **Built-in dishwasher** washes pots and pans.

There are 3 GE sound insulated Potscrubber® dishwashers with Power Scrub® cycles in which jet streams of hot water effectively remove food soil such as in a baked-in macaroni casserole.

And behind every GE product is General Electric Customer Care®service which means we have Factory Service Centers covering over 350 cities, plus more than 5,000 franchised servicers across the country. Most are listed in the Yellow Pages.



GENERAL & ELECTRIC

# The only thing more beautiful than an Owens-Corning Tub/Shower is how it helps sell houses

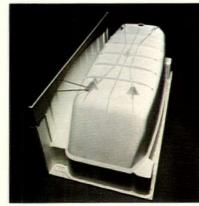


Beautiful bathrooms help make homes more saleable. So we've built super good looks into all of our Owens-Corning Fiberglas\* Tub/Showers.

And our tub/showers are even more profitable because they cut installation costs. They can go in any time after the framing is up. You don't have to hold up your construction for them.

Their four components even fit through a two-foot doorway. And our manufacturing process allows precision-molding to within one ten-thousandth of an inch. So they will fit together in a snap.

And with Owens-Corning Tub/Showers the cost of tile and grouting is eliminated.



Our exclusive molded ribbed tub bottom gives home buyers firm,

Although your savings may vary, one builder, Doug Dowd of the Dowd Development Corporation in Wisconsin, has made over \$11,500 in labor savings in the last 16 months alone.

Unique extra feature: Owens-Corning Tub/Showers are the only ones with moldedin ribbed bottoms to give them the strength of a boat hull.

And our Owens-Corning Tub/Showers come in 41/2-foot and 5-foot sizes. Our stall showers in 3-foot and 4-foot sizes.

For more information and free literature, ask your Owens-Corning representative or write: W.F. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

\*T.M. Reg. O.-C.F

Owens-Corning is Fiberglas FIBERGLAS



# Where there's title insurance, there's a Ticor Title Insurer.

Nobody covers America with title insurance better than the Ticor Title Insurers.

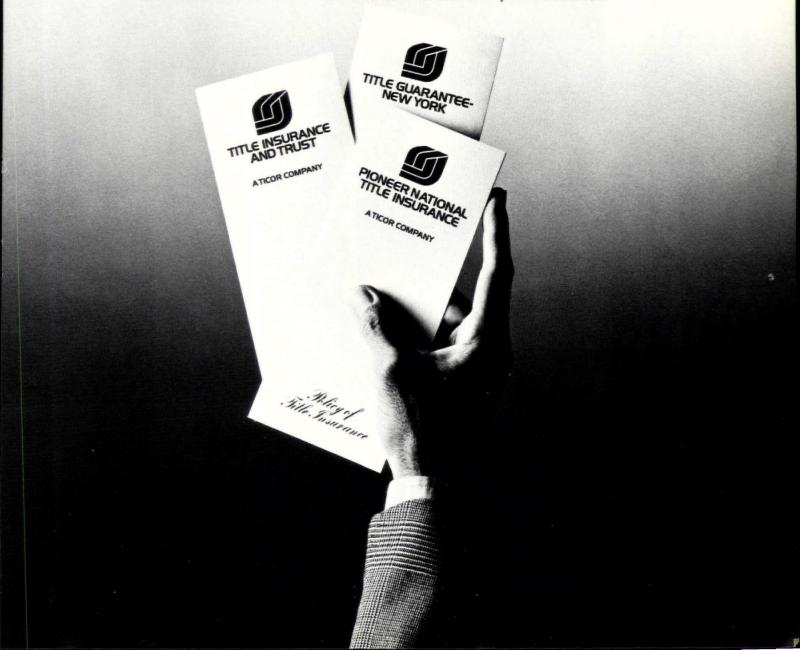
We're in every state where there is title insurance.

Together, we deal with just about every kind of real estate law and regulation you could possibly name. We work closely on a daily basis with realtors, lenders, attorneys, builders, developers, corporations, franchisers, buyers and sellers.

Together, we write more title insurance every week than most companies write in a month.

Give us a call. We're probably right down the block.

Pioneer National Title Insurance issues title policies in 49 states. Title Insurance and Trust does business in California, Nevada and Hawaii. Title Guarantee operates in New York.





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Now, Formica brings you an infinity of choices—to give you the breadth and scope you need!

New clear, vital solid colors. Patterns and woodgrains that mirror nature itself. So much that's new—so many options—that you'll find just what you want for every commercial and residential need. And we mean every.

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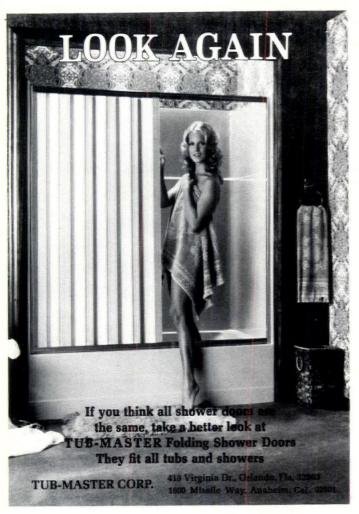
the laminate industry—has worked closely with customers, architects, designers and the Color Marketing Group to insure that each design will fill a need. Not just today, but tomorrow as well!

This infinity of choices is readily available through your Formica Distributor. Why not contact him now. He'll gladly show you the broadest line in the laminate industry.

FORMICA

decorative laminate

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#### Property management: Who's in charge here?

H&H: Edward N. Kelley's "Apartment scene" column [Aug., p. 60] generalizes in stating that democracy won't work in residential communities. He refers to condominiums and does not make clear that a different philosophy might be applicable in resident-owned developments.

In our current project, we see almost daily evidence that unit owners believe the protection of their assets requires their participation in the protection of our assets. They are fully aware that the developer and the association have mutual goals and common interests. Further, leadership has emerged that restricts negative dissent.

The developer, likewise, makes every effort to overcome situations generating complaints.

I think House & Home should examine the other side of the coin, lest well-intentioned, but inexperienced common-element community developers assume the wrong tack.

James F. Roberts, president West Alexandria Properties Inc. Alexandria, Va.

H&H: In my opinion Mr. Kelley's column is dangerous to members of the industry involved with homeowners and condominium associations.

There are countless lawsuits today against developers of common-interest communities. These problems have arisen not so much because a democratic approach to the association management was taken; rather, in most cases, they arose because it was not.

Community Management Corp. has been involved with nearly 200 communities. We have not once encountered the spectre of resident militancy suggested by the article. To the contrary, we have seen residents establish task forces to help the developer sell, advocate zoning approvals for their builder and do innumerable other things Mr. Kelley would have you believe couldn't happen.

Tenant organizations, properly structured, can fill empty apartments by referrals. In the condominium field, using the concept of a partnership, our clients have enjoyed 75%-85% referral sales.

Mr. Kelley's comments are a disservice to the industry.

DAVID B. WOLFE, president Community Management Corp. Reston, Va.

H&H: The "benevolent dictatorship" which Kelley refers to assumes that management knows when to take the cover off the boiling pot so the pot does not explode. That assumption can be dangerous when combined with traditional management and usually leads to groups organizing against manag ment, resulting in turn in high cos and low profits.

I advocate an approach white calls for accountability on the parties and management both parties agreeing on expections of the business relationship cause it to be as profitable as possible.

Garfield R. Stock, administrat Housing Management Program University of Wisconsin, Extension Madison, W

H&H: Never has an article so it furiated me.

TIM BENSO Erie, P

#### S&Ls reply: no rip-off

H&H: A news story in your Aprissue dealt with the possible rip-of the small saver. Many of us in the thrift business have heard the charge that we are gouging the pulic by charging too high a rate of mortgage loans and by not paying the small saver a fair return.

These charges are not only use founded, they are also dangerous. Their widespread acceptance has a ready had an adverse impact, and the time has come to state the case of the thrift industry.

I was asked recently why it is no essary for our association to have four-point spread between our current charges for mortgages, abo 9%, and our passbook savings a count rate, 5¼%.

The answer: while *all* of o savers receive the current savin rate, we still have to carry loans our books that may bear an interest rate as low as 4% or 4½%.

So, in effect, none of us is worki on a four-point spread; in fact, we) well to work on a one-point spread

What about the notion that t saver doesn't get a fair rate of retur Figures for the past eight year using the 90-day notice accour show that the saver received an a nual net yield of 5.19%.

Taking the same eight years f 91-day Treasury bills, the net yie was just 3.77%.

And, using Standard and Poor 500-stock average, a stock invested ended up with a decline in mark value of 27% over the same period.

Another criticism of savings at loan associations is that we a "country club" lenders to the wealthy. The figures, however, show that the average new-hout loan made by S&Ls as of June 19 was for \$33,900, and for existing home loans, \$28,600—obvious not country club loans.

Our industry is not deserving the criticism we have received in cent years. Well-meaning but uni formed reformers would do well get their facts straight.

ARTHUR TONSMEIRE JR., preside National Savings and Loan Leagu



MAJESTIC/MERIDON'S SOIL-HIDING CARPETS ARE SO DEEP DOWN LUXURIOUS THEY MAKE ONE BEAUTIFUL INSTALLATION...

(ENKALOFT II, THE SOIL-HIDING NYLON WITH DEEP DOWN LUXURY, AT BROWN'S HOTEL, LOCH SHELDRAKE, N.Y.)



#### AFTER ANOTHER...

(ENKALOFT II, THE SOIL-HIDING NYLON WITH DEEP DOWN LUXURY, AT TOP VALUE ENTERPRISES, DAYTON, OHIO.)



#### AFTER ANOTHER...

(ENKALOFT II, THE SOIL-HIDING NYLON WITH DEEP DOWN LUXURY, AT THE FENWAY COUNTRY CLUB, SCARSDALE, N.Y.)



### AFTER ANOTHER.

(ENKALOFT II, THE SOIL-HIDING NYLON WITH DEEP DOWN LUXURY, AT THE KING'S BAY YACHT CLUB, MIAMI, FLORIDA.)

You can see Majestic / Meridon<sup>®</sup>'s Graphics 2000 carpet made with Enkaloft<sup>®</sup> II nylon makes beautiful installations. But we can see you've got more on your mind than beauty.

When you specify carpet for commercial installations, you have to worry about heavy traffic. Hard wear. And stains. So here's the thing to ease your mind. Enka's full five year wear warranty.

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Enka can do it because Enkaloft II soil-hiding nylon has exceptional durability and wearing qualities. (There's nothing tougher than nylon pile.)

Enkaloft II's resilience helps resist crushing. And Enkaloft II is

soil-hiding. (It reduces the appearance of soil.)

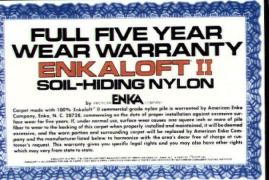
Enkaloft II keeps itself clean, fresh, and new looking — with remarkably little help from a maintenance staff. It requires fewer wet cleanings than ordinary carpet, thereby saving more hard dollars.

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MAJESTIC

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### THE COUNTEST'S MOST IMMOVIATION

The Village of Woodbridge, the Irvine Company's newest major development, could justly be called the runaway success of the nation's hottest housing market.

Even before it was officially open, shoppers were streaming through the information center at the rate of 3,000 a week. After the opening, 50,000 couples visited Woodbridge during the first two weeks. And so many clamored to buy that the company decided the fairest way to sell was by lottery [News, Aug.].

Why does this 1,700-acre tract of flat, brown land generate so much excitement? Chiefly because the housing was designed with many different lifestyles in mind, so that almost any family can find a plan that suits it exactly.

Further, the housing doesn't exist in a vacuum. "When a person buys at Woodbridge, he's buying a community as well as a home," says Ken Agid, Irvine's director of residential marketing and the person most responsible for shaping the housing products.

Part of what creates the community is an amenities package that includes a spectacular 30-acre lake, swimming lagoon, numerous parks that are adult- or child-oriented depending on the nearby housing, a tennis club and bicycle trails.

"Starting with our land plan, we tried to prevent conflicts in lifestyles, designs and image," says planner Gerald Brock. And Doug Gfeller, vice president of residential development and head of the task force that created Woodbridge, points to some of the ways this was done:

- The overall park area was broken into 15 two-acre parks, and these became the center of each neighborhood.
- Two or three types of housing products were sited around each park so that people wouldn't identify with a product and a price range, but rather with a neighborhood.
- Builders were not allowed to build more than 40 units of a type in one location. The site plan of the first 400-acre quadrant at right shows how products will be mixed as future phases are built.
- Housing on the desirable lakefront was limited so that people would have access to the lake without feeling they were going through someone else's property.

The result, says Gfeller, is that Woodbridge will be given the feeling of older, established custom neighborhoods without sacrificing the benefits of tract development.



Numbers above refer to houses shown at right; letters refer to phases. Not shown at right are two products that have not yet been built: 9 Condos from \$85,000 to \$100,000+ for luxury-minded adults, and 10 Apartments renting at about \$245 to \$370 a month for adults and families.

Land planner: Sasaki Walker & Associates. Lake consultant: J. Harlan Glenn & Associates. Landscape design: Courtland Paul Arthur Beggs & Associates, Jones-Peterson & Associates, Bridgers, Troller and Hazelett.

### ND PROJECT SHOWS TOU



For move-ups and older families: plexes from \$67,250-\$75,200



For older couples: townhomes from \$51,000-\$60,000



For young childless couples: townhomes from \$59,400-\$67,400



For young growing families: patio homes from \$55,990-\$65,990



For families that have arrived: patio homes from \$78,500-\$93,750



For families growing smaller: attached homes from about \$75,000



For established families: patio homes from \$69,000-\$84,000



For budget-minded families: townhomes from \$31,500-\$33,000

### HOW TO DESIGN THE RIGHT HOUSE FOR THE RIGHT MARKET

The place to learn is Woodbridge, the Irvine Company's fast-selling new community in Orange County, Calif., where buyers have a choice of 41 different floor plans.

Why so many?

Irvine was after the greatest possible market penetration because its goal was to sell Woodbridge's 1,800-unit first phase in just two years. So it had to do more than plan for just the three basic markets—young families, move-ups and empty nesters. It had to aim for the various subgroups that make up these broad markets so that almost every prospective buyer could find a home that really fit his needs.

Nineteen of Woodbridge's floor plans are reproduced here. Some are simple and straightforward; others are complex and dramatic. But each was designed to suit a specific way of life. These plans are the result of the kind of research that only a company like Irvine can afford. But there's a lot to be learned from them, whether you build ten homes a year or a thousand.—Natalie Gerardi

For details on all of these houses see the following ten pages.

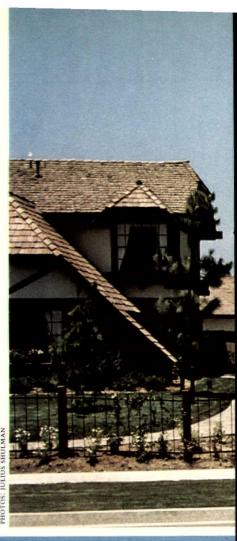
### For families on the way up: plexes that look like mansions

Woodbridge Estates includes five plans ranging from 1,521 to 2,161 sq. ft. They are intended mainly for move-up families—families with two younger children headed by someone in his early 30's—and established families—the move-up family ten years later. There are also plans intended for young marrieds.

are These sophisticated buyers, and the Estates offers them something different, especially for California. Tudor, American and Dutch Colonial and a few California contemporary models are set on rolling lawns overlooking a wide boulevard, actually Woodbridge's main collector loop. These homes are condominium duplexes and triplexes, but they look like large single-family detached homes. Most have detached garages and yards large enough for pools.

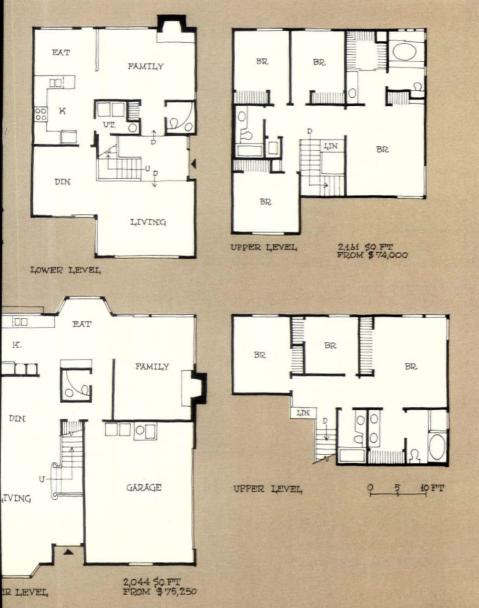
The two most popular models are also the two largest: the 2,-161-sq.-ft. move-up home and the 2,044-sq.-ft. establishedfamily home shown below right. Notice the difference in the family rooms: The older family wants to live a little more formally, so the family room of the bottom plan is tucked around a corner, separate from the kitchen and nook area. The younger family, on the other hand, prefers the wide open combined nook and family room so that the mother can keep an eye on the children.

Builder: Irvine Pacific. Architect: Red Moltz & Associates, Irvine, Calif. Interiors: Saddleback Interiors, Irvine. Density: 5.5 d.u./acre.











### For older adults and singles: townhouses designed for privacy



The four Woodbridge Townhome models range from 1,200 to 1,646 sq. ft. They are intended for adults-pre-empty-nesters with one child at home, empty nesters whose children have just left, active retired couples whose children have been gone for some time and single adults of any age.

The 1,490-sq.-ft. model (shown at right and in the photo at right above/was popular with nearly half the shoppers, for it appeals both to empty nesters and to adult singles. The bedroom for the child who may still be at home or who visits from college is at the opposite end of the house from the master suite, so everyone enjoys maximum privacy. And the master suite is large and luxurious, with sliding doors opening onto a patio and onto an atrium. A third bedroom is really a den.

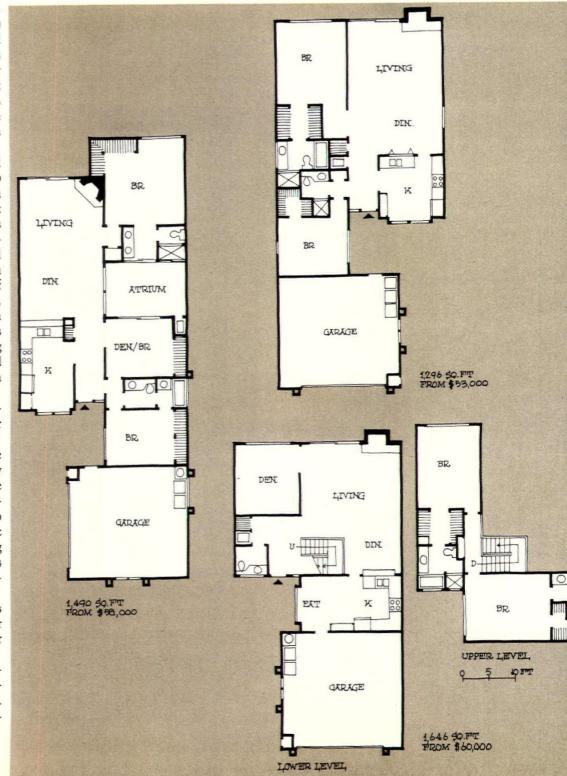
The smaller plan is quite similar except that it is strictly for one or two adults.

The largest plan is for active retired couples, who generally have more discretionary income than empty nesters. They entertain formally and frequently, so they like this plan's dramatic vaulted ceilings and large living and dining area. The den in this model is in no way an extra bedroom; it even lacks a closet.

Notice the two master suites on the second floor, allowing for separate suites for a couple or for two single adults.

Builder: Warmington Devel-Architect: Archiopment. tecture West. Both are of Irvine. Interiors: Carole Eichen, Fullerton. Density: 9.4 d.u./acre.





### For professional couples: compact townhomes with a prestigious look

Woodbridge Park Homes includes four plans ranging from 1,205 to 1,829 sq. ft. for young couples with no children or, at most, one child. Essentially they are all adult-oriented homes for young professionals with comfortable incomes; sixty percent of the buyers have working wives.

What these couples have done is trade size for image. The homes have some dramatic touches, such as nine-foot ceilings in the main living areas and walls of glass, both of which also make them appear larger.

The 1,820-sq.-ft. plan at right is the only one with a family room. Notice the rounded counter between it and the kitchen. Three people can eat there comfortably, and so the family room does not have to double as a nook. The master suite is large and luxurious, but there is also a nearby bedroom that would be suitable for an infant if the couple should decide to start a family.

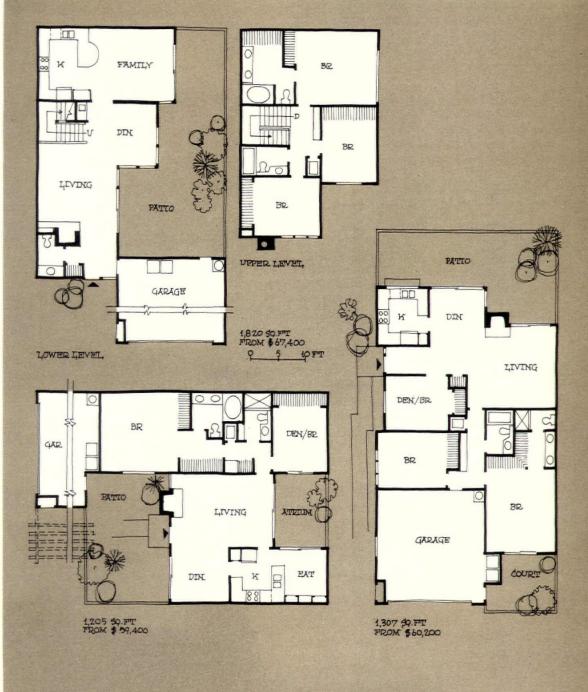
The smallest plan is definitely a no-child house. It appeals to the growing market of young singles or childless couples. There is a second bedroom, but it overlooks the atrium and is far more appropriate as a den/guest room than as a child's room.

"The important thing here is that there's nobody to retreat from and so the whole house is a retreat," says Agid.

Much the same is true of the 1,307-sq.-ft. model. The third bedroom off the entry is obviously a den/guest room rather than a child's room, for example. However, there is a second bedroom that would be a good place for an older child, which has made this plan appealing to empty nesters.

Builder: S&S Construction, a subsidiary of Shapell Industries, Beverly Hills. Architect: Leitch, Kiyotoki & Bell, Newport Beach. Interiors: Carole Eichen, Fullerton. Density: 11 d.u./acre.





### For traditional single-family buyers: patio homes that stress family living

Creekside's four plans range from 1,535 to 1,951 sq. ft. These are child-oriented houses, intended for young marrieds with one child or planning to have one, and for family move-ups. The first two plans shown below are for move-ups; the third is for a young couple with one child. Fifty percent of the buyers preferred the first plan and 22% preferred each of the other two.

The first plan appeals to move-ups because it creates a lot of impact with its two-story entry, dramatic stairway (photo right), and sunken living room and dining room both facing the atrium. The master suite is large and luxurious and isolated from the two secondary bedrooms, indicating that slightly older children will live in them. The bedroom/den on the first floor has a full bath and can be a private area for a grown child or a guest

The second plan (exterior shown below right) is intended both for move-ups and for young families that have one child and are planning on more. It is not as large as the first plan, which probably accounts for its being less popular, especially among the move-up group which values sheer space. The bedrooms

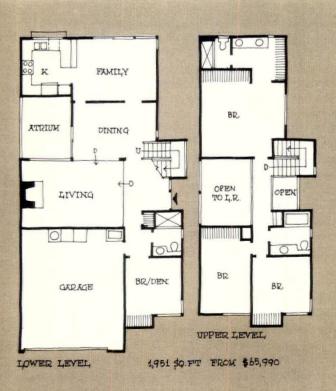
are arranged so that one is close to the master suite, perfect for an infant.

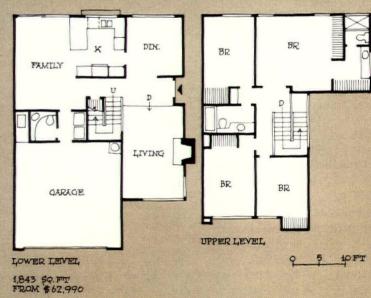
Notice the family room in these move-up plans. It is part of the kitchen, making it ideal for a younger family where the mother must watch the children. An older, established family would prefer a separate family room that is really more of a den, such as the one shown in the second plan on page 79.

The third Creekside plan was designed for young marrieds with just one child, and it's more adult than the other two because this family hasn't yet completed the transition to being child-oriented. Instead of a traditional family room, for example, there's an oversized nook. Also, this couple still plans to entertain, so it values the sunken living room and formal dining room overlooking the atrium. The conversation nook in the living room provides an intimate place to have a drink with a few friends or for the couple to spend a quiet evening together.

Developer: Standard-Pacific, Inc., Costa Mesa. Architect: Berkus Group, Santa Ana. Interiors: Saddleback Interiors, Irvine. Density: 6.3 d.u./acre.













### For bigger-is-better buvers: large, luxurious patio homes

The smallest plan at Woodbridge Place is 1,850 sq. ft.; the largest is 2,618 sq. ft., and it is also Woodbridge's largest home. All Woodbridge Place models were intended mainly for established or move-up families, and the two shown at right offer an interesting comparison in what appeals to these two groups.

The five-bedroom plan is a straightforward move-up layout intended for a family with three or four children. The appeal is a combination of spaciousness and dramatic touches, such as the huge, raised entry with a planter and an atrium and the living room with a sloping ceil-

As was discussed on the preceding page, the family room is combined with the kitchen so that the mother can watch younger children. And finally, there is a bedroom adjacent to the master suite that would serve as an infant's room or could be joined to the master suite to make an adult retreat.

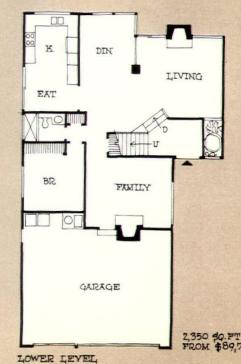
Contrast this with the established-family plan. Again there are dramatic touches. The entryway is raised and overlooks the formal living/dining combination, but it is not nearly so big as in the other house. And the family room is completely separate, more like a library. It is reached by walking under the stairway.

The master suite is large and luxurious, but here there is no possibility of an infant's room as the secondary bedrooms are separated from the master suite by a hall.

Developer: Irvine Pacific. Architect: Red Moltz and Associates, Irvine. Interiors: Carole Eichen, Fullerton. Density: 5.6 d.u./acre.



BR FAMILY D LIVING DIN DEN/BR UPPER LEVEL 5 10 FT GARAGE 2,618 \$Q.FT \$ 93,750 LOWER LEVEL





### or families rowing smaller: ttached homes nat lean to ormality

oodbridge Crossing offers atched homes for move-down milies, and for empty nesters no don't want townhouses but ho also don't want large deched homes. The four plans nge from 1,477 to 2,148 sq. ft. The smallest and largest plans e shown at right. Both have rge, open, dramatic spaces for itertaining, in keeping with e rather formal lifestyle of der, prosperous couples. The naller plan has an elegant spaous entry that looks down into large, formal, two-story livingning area.

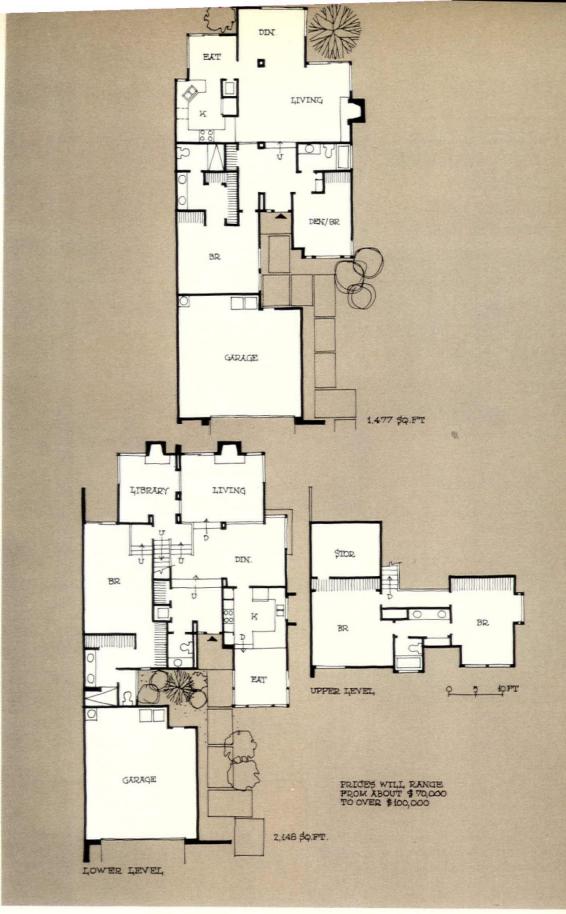
The larger model has a formal ving room/dining room that is rerlooked by a library raised ree steps above it. The library is only a half wall, but it also is shutters that can be closed create an intimate area or bened to expand the living om space.

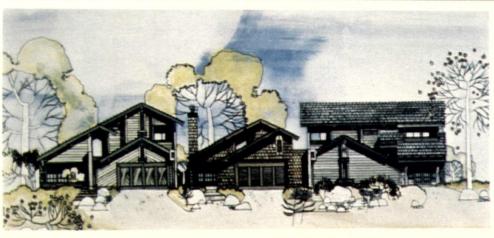
Both plans have nooks—the der family's version of the mily room. In the larger plan, fact, the nook is almost as rge as a traditional family om.

The den in the smaller plan in double as a guest room. The mily sleeping area is on the cond floor, with a luxurious laster suite that has its own ivate deck (these homes will berlook the water) and a somehat larger-than-usual secondy bedroom.

In the larger plan, any chilren remaining at home have he second floor to themselves. ood-sized secondary bedrooms re joined by a bath. The master hite occupies nearly half of the rest floor and, of course, the lirary is not intended to double a guest room.

Builder: Akins Development o., Irvine. Architect: Paul horyk, Newport Beach. Interirs: Saddleback Interiors, Irvine. ensity: 6.9 d.u./acre.





### For families that already own homes: patio houses that offer them incentives to move



Woodbridge Patio Homes offers five plans ranging from 1,493 to 2,121 sq. ft. They are primarily for the more mature established or move-up family, but some also appeal to young professional couples.

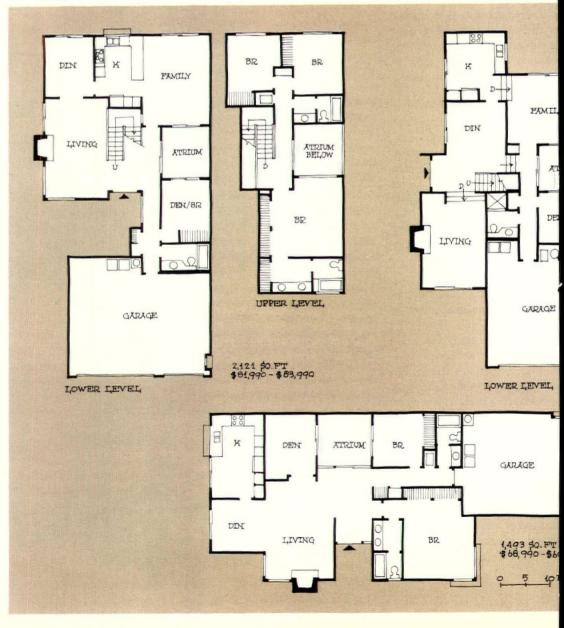
The two larger plans shown at right are the two most popular; they appeal to both the move-up and the established family. In the first, the family room is huge and opens to the kitchen, appropriate for a family with small children. In the second, it is also large, but offset from the kitchen-a place where teenagers may entertain their friends or a living area for a family that reserves the living room for for-

mal entertaining.

The third plan is for young marrieds. It has no family room but instead has a den-a real den that cannot be converted to a bedroom, unlike those of the other two plans. The den can open onto the living/dining area via a double doorway to make a large, open area for entertaining, or it can be closed to make an intimate area where a working husband or wife can spend an evening alone when the other is away. There is also an eating area in the kitchen where a person alone can feel comfortable or where a couple on the run can grab a quick bite.

Builder: Broadmoor Homes, Inc. Architect: Morris & Lohrbach. Both are of Tustin. Interiors: Pat Yeiser & Associates, Irvine. Density: 6 d.u./acre.







# BR ATRIM BELOW

Q.FT 0-\$81,990

### And for families on tight budgets: townhouses priced in the low 30's

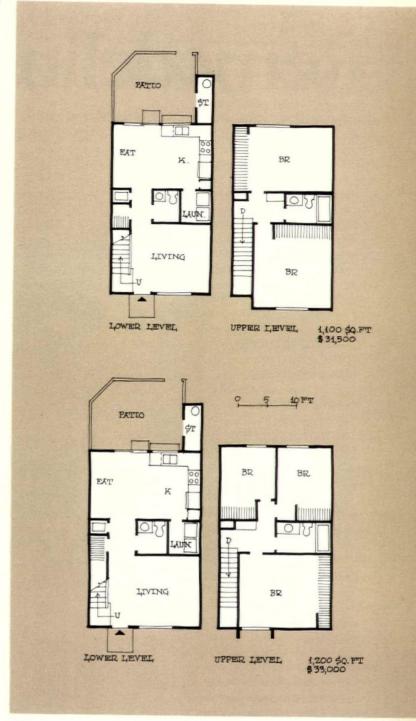
The Village Homes are the Woodbridge version of the basic house, but they are basic in price only. The two- and three-bedroom townhouses with enclosed rear patios, country kitchens and a host of features such as carpeting and draperies, garbage disposals, dishwashers and cultured marble vanities sell for \$31,500 for the 1,100-sq.-ft. model and \$33,000 for the 1,200-sq.-ft. model.

Even at these prices the company will make a fair profit, says Bill Watt, vice president of Irvine's Multi-family Division which built the townhouses.

This is partly due to the use of some apartment cost-cutting techniques, such as simple, repetitive floor plans that frame easily and have stacked plumbing. But the real key to the savings is the density—17.5 d.u./acre—achieved when the city relaxed parking requirements. The townhomes have only one covered parking space per unit, and these are carports built in clusters rather than separate garages.

The company has arranged Section 235 financing for this product but does not require that buyers use it. Through a program administered by Irvine Housing Opportunities Inc., a nonprofit community group, however, the company does insist that buyers meet HUD's household income requirements for Orange County. This means that maximum incomes will range from \$13,385 to \$19,057 depending on household size.

Builder: The Irvine Co. Multifamily Division. Architect: Kermit Dorius & Associates, Corona del Mar.



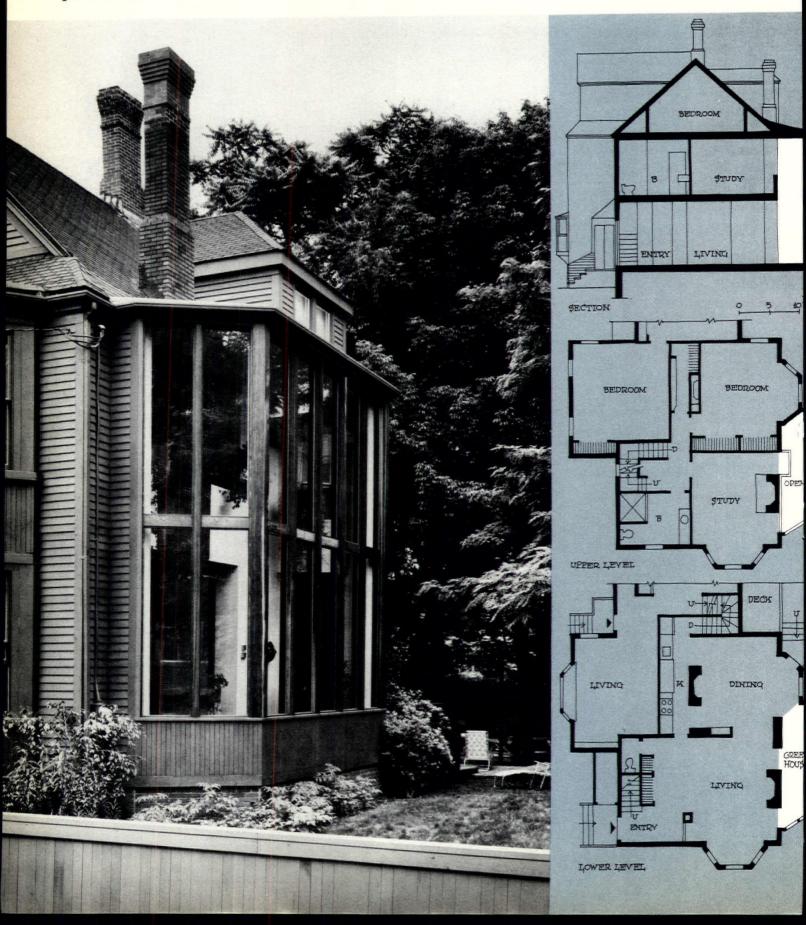


PHOTOS: JULIUS SHULMAN

Remodeling

As anybody in this risky business know almost every job is a potential booby trap. Here's how three partners (see p. 95) who deverything from modernizing kitchens to multimillion-dollar rehab tackle a variety of design problems.

—MICHAEL J. ROBINSO





Greenhouse | far left, facing page| was built onto the left side of three-story house, seen at left before renovation. Old clapboard siding was replaced on the entire house. Inside, the greenhouse is seen through the living room | (right) and from the dining room | not shown|. Flooring throughout most of the first floor is quarry tile.



### How to open up a floor plan with a greenhouse

The problem: The floor plan consisted of mall, dark and boxy rooms typical of turn-f-the-century homes. Architect Simeon runer, who had just purchased the three-tory rambling house in Cambridge, Mass., vanted an open, spacious and sunny feeling in the ground floor. And he wanted a place o grow orchids and other exotic plants.

o grow orchids and other exotic plants. The solution: A greenhouse, 20 ft. high, ft. deep and 20 ft. wide, became the focal oint of an opened-up floor plan. Cutting ut the wall in the room above made a spaious den, gave access to hanging plants, and athed the living areas of two floors in sunght from the southwest.

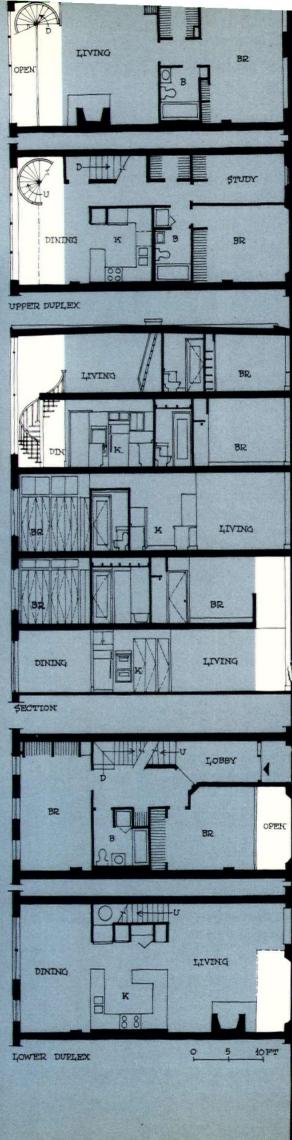
Two elements partially separate the reenhouse from the living room: an existing fireplace and a wall containing piping for he upper floors.

The cost: \$7,500 including \$2,500 for intalling double-glazed windows. The total, o which would be added 10% to 15% for rofit and overhead, also includes a drain ine and \$2 a sq. ft. to provide a new air-contitioning and heating zone.











### low to lluminate he interior of narrow ow house

ne problem: A 17'x35' tenement was ing converted to an upper and lower duex with a floor-through apartment in beeen. The upper rear brick wall had a danrous bulge requiring extensive removal of brick work. The lower duplex lacked ht and air on the bottom floor which was low grade.

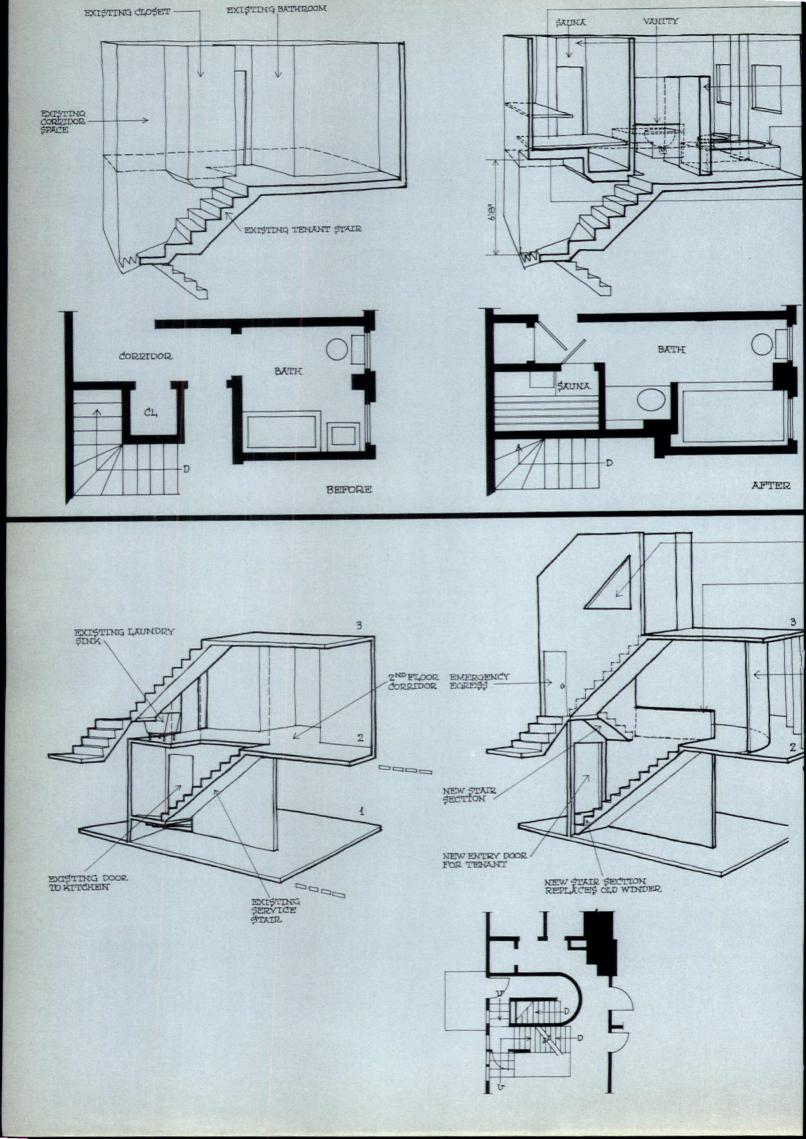
ne solution: The upper rear brick wall was ped out and replaced with a two-story ass wall. A dining room below and a living om above are now sunny and open to draatic views of a nearby park. Ventilation is ovided by operating glass hoppers built to five of the eight glass sections.

In the lower duplex, a portion of the existg first floor was cut away. This exposed e basement area below to sunlight and air om first floor windows. The first floor ace became the master bedroom and the ea below, the living room.

ne cost: The two-story window wall cost ,500, about the same as replacing the lging wall with new brick and windows.
"The cut-away floor was done at nominal st," says Simeon Bruner. "Cutting out the or, building a drywall half-wall and in-alling framing around the bay cost \$250." Boston row house (left), built on a typical 17'x35' lot, has four stories above grade and one below. At the rear of the owner's upper duplex, a twostory-high glass wall admits a flood of sunlight to the living room (right) and the dining room (below). A spiral staircase connects the two floors.







SAUNA BENCHES

REMOVE EXISTING CLOSES AND DOORWAY -ADD SAUNA AND NEW YANTTY

REMOVE EXISTING WALL IN BATH AND ADD LOW PARTITION

NEW WHIRLPOOL BATH

RAISE FLOOR IN SAUNA FOR HEADROOM CLEARANCE IN STAIR WAY



### How finding invisible space solves impossible jobs

The problem, upper left: A professional couple wanted to build a sauna, Jacuzzi bath and vanity into a space occupied by an existing 7'x7' bathroom.

The solution: Outside the bathroom was an existing closet; on the other side of the wall was a tenant's hall and stairwell. Architects Bruner and Cott decided to incorporate all this space into the new bathroom, including the high headroom clearance in the stairwell.

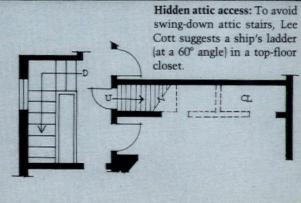
Into half of the hall, they put the vanity. Ripping out the closet allowed a step-up design sauna to be hung out over part of the clearance space in the stairway. Finally, walls between the bath and the tenant's hall were sheetrocked shut.

The cost: \$10,000, including Jacuzzi, new fixtures and imported tile.

The problem, lower left: A young couple couldn't afford their newly purchased single-family house without income from a tenant's apartment. Though the third floor had ample space for the apartment, zoning regulations wouldn't permit an exterior stairway, the existing rear service stairs didn't reach the third floor, and there was no private entrance for a third-floor apartment.

The solution: Architects Cott and Bruner created private access to the third floor by 1) cutting in an entry door, 2) adding a new section of stair to an existing winder leading to the second floor, and 3) walling off a part of the second-floor corridor which leads to a new section of stair in a space formerly blocked by a wall and a laundry sink. This new stair section connects with an existing landing and stairs leading to the third floor. The cost: \$4,250, including new wiring and kitchen hook-ups in third-floor apartment.





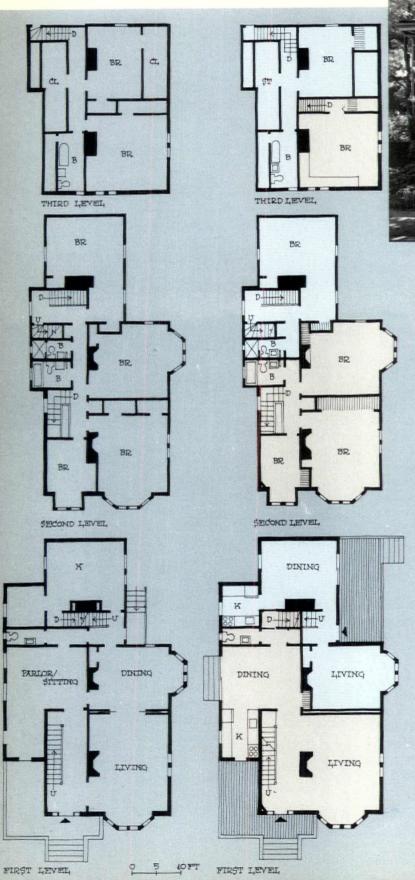
W WALL BUILT WITH TANGULAR OPENING

D WALL CUT DOWN TO FOR NEW PARAPET

IN PIPE CHASE ENCLOSURES

W CURYED WALL IN TENANTS AIR BUILT IN EXISTING TO FLOOR CORRIDOR







### How to divide a 19th century house into two units -vertically

The problem: Architect Lee Cott wanted a tenant's apartment built into his rambling Queen Anne home. But he didn't want to hear footsteps overhead nor did he want to add on an extension.

The solution: An existing rear staircase (formerly used by servants) provided the key for the house to be divided vertically into two triplexes. The rear staircase is used by the tenants while the main staircase is used by the Cott family.

Cott cites numerous advantages to vertical division, including: eliminating the need for a fire escape for an upstairs apartment; greater rentable space which allows for a higher rent; a clear separation of living areas which provides greater privacy; and increased security because, from outside, it appears that the house is occupied if one family is home.

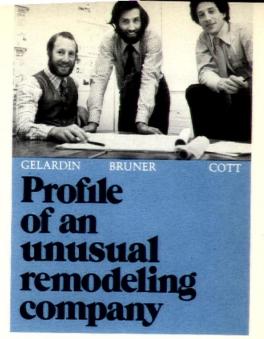
The cost: Closing off doors and corridors on all three floors cost from \$100 to \$500 each for drywalling both sides of each opening. But most of the budget was spent on painting, two kitchens, and outside decks. Total cost: \$20,000.



terior of architect Cott's me was repainted and a r deck added. Living room ove) was closed off from ant's living room behind ite wall. Dining room ght) has garden ough glass doors. Kitchen low) was created in a mer hallway (see plans on ing page).







The company—Gelardin/Bruner/Cott Inc. of Cambridge, Mass.—is unusually diverse. It designs, plans and builds for others, and it originates, finances and executes major renovations for its own account.

Not surprisingly, these activities reflect the different backgrounds of its principals. Robert Gelardin (above, left) was trained as a city planner and market analyst, Simeon Bruner (center) as an architect and construction manager, and Leland Cott (right) as an architect and urban designer.

These talents allow the company to handle such projects as the \$3.5-million conversion of a Boston piano factory into apartments, artists' studios and offices [H&H, Feb. '75]. Here, the company performed the roles of architect, developer and construction manager.

It concentrates on basic principles that apply to small remodeling jobs and largescale renovations. Some examples:

Draw detailed floor plans and sections of existing space. This is the best way to 1) discover hidden usable space and 2) decide on the most cost-effective method of tackling a job.

Analyze existing structures vertically and in three dimensions. "With this approach you come up with such ideas as cutting away part of an upper floor to admit light and create a cathedral ceiling," comments

Think of opening tight, cramped spaces by 1) installing expanses of insulated glass in walls and roofs; 2) installing indirect lighting on top of three-quarter high walls; and 3) cutting out sections of existing walls to create a feeling of greater visual depth.

"Removing load-bearing walls isn't difficult," says Bruner. "Properly installed headers allow for wide openings which dramatically expand boxy layouts at small

Examine a client's lifestyle to establish family traffic patterns and the functions of space. "A thorough discussion about entertaining, hobbies, and other factors that affect home use is essential," notes Gelardin. "Basically, we've altered the saying form follows function' to 're-organize space to fit function'."

# How a small builder can profit from big-builder experience

In 1965, Carl Trauger ran a homebuilding company that did about \$1.5 million in business during its first year. But it was a slipshod operation—so sloppy, for example, that Trauger didn't even draw up contracts with his subs. He never knew how much a house would cost him until it was finished.

Trauger is still a small builder—doing 50 to 70 single-family houses a year in Lauderhill and Plantation in south Florida. But there's nothing sloppy about the way he operates today. He can tell you almost to a penny what the bottom line will be when he closes the last of his current batch of houses.

The difference between the way Trauger operated a decade ago and the way he runs his Trendsetter Homes company today is the result of the professional sophistication he picked up working for a big, management-oriented company—ITT-Levitt. Trauger spent two years (1970 to 1972) with Levitt's Puerto Rico division which, he says, was allowed to run its own show because it was one Levitt division that made money. Trauger learned a lot about how a big company handles the problems that often are the roughest for small builders—how to control subs, how to introduce new products into the market, and where to spend money on merchandising. Starting at right, he discusses in detail how he's putting these lessons to work in his small operation.



ick the right subs, then make sure you control them

Trauger's dealings with his substoday a far different than when he was building bain the mid-1960s.

"Then I didn't have any contracts wi them," he says. "So I simply paid their bil as they came in. I was lucky to make a money at all."

Yet the kind of deals a builder makes wi his subs are critical.

"Obviously, you're looking for the lower possible price, but you don't want to drivyour subs out of business." And just as o viously, you want subs who will be ready work when your schedule calls for them.

You won't find that kind of sub, Traug says, by signing on the big contractor we runs his business from a phone in his car

"When I see that kind of guy," he says, know two things: I can't afford him, and probably won't be interested in a job small as mine."

Your best bet, Trauger says, is the smacraftsman—a working guy who understanthe mechanics of his trade, does quality work, but hasn't enough business savvy run a large company successfully.

"Find that kind of guy, give him a fa profit on each house, guarantee his mater; payments if he hasn't enough credibili with suppliers, and he'll be out on the jo hustling for you because you've given hi a chance."

You'll not only get a better price from the kind of sub, he'll also be available when you need him. "If you're doing enough volume 50 or so houses a year—and the sub control of the sub

ake about \$500 on a house, he won't have depend on other work to keep his small isiness going."

Trauger has been working with subs on at basis since he opened his Trendsetter omes models in March. And so far, he says, hasn't run into any serious problems.

One reason he doesn't have problems is e tight contracts he writes-firm-price reements that give him what could be nsidered a modified captive-sub setup.

"Levitt worked with captive subs in ierto Rico," Trauger says, "and I patterned uch of what I do now on what I learned

Trauger's contracts with his subs contain ree major provisions that Trauger consid-

e spells out exactly what percentage of the tal payment is due at each stage of the b's job.

The idea, Trauger says, is not to let your bs get ahead of you on payments. So you eak down each job into stages, then assign percentage of the total cost to each stage. "That way, if the sub should walk out on u, you haven't overpaid him to the point at you'll be paying double if someone else

is to complete the work."

Trauger's subs get paid twice a month. ch one turns in a bill based on the percente specified in the contract. The bill must accompanied by two authorizations—an k. from Trauger's construction super certiing that the work actually is completed d a release from the sub's supplier saying at all materials have been paid for.

"If he's a marginal sub who needs our oney before he can pay the supplier, we ake out a joint check to both the sub and s supplier for what's due on the material. nat amount is subtracted from the total ie, and another check for the balance goes the sub."

Finally, before any check is written, the b's bill is checked by Trauger's compoller against the contract to make sure it nforms to the specified percentage.

e spells out every item of material the subill supply.

Trauger says material wastage is a chief ason why many builders' cost-control sysms fall apart. So all but a couple of his subs e required to supply all of their own mate-

als—even items like nails.
"If you supply the materials, the sub tends be wasteful," Trauger says. "When he has ils left over, for example, he'll toss them ide because he's not paying for them."

There's also a chance, Trauger says, that meone may decide to rip you off. "Then u run short and wind up paying double hat you've allowed for."

Trauger does supply a few thingsment and roof lumber, for example. "You

can't expect a sub who's doing a \$300 job on a roof to supply \$2,000 worth of materials."

Even when your subs supply their own materials, Trauger says, you should keep close tabs on changing materials prices. "That way, when it's time to renegotiate your subs' contracts, you'll have a good feel for what you should be paying."

Trauger keeps track of material costs the same way Levitt did.

"We had a fully itemized list of everything that went into every model," he says. "So we could tell you to a dollar exactly what each house cost."

Such a list has another advantage. It helps you keep track of the materials you supply

"I know exactly how many pieces of plywood are needed for a roof. So nobody can order too much and sell off the balance." He specifies that 10% of each payment will be retained at least 30 days after a c.o. is issued.

"That way," Trauger says, "if I have to send someone else in to redo bad work, I can deduct what I owe the first guy."

The retainer also usually guarantees the first guy will be available for anything that has to be redone. "His profit usually is in that final payment, so chances are he'll be back."

For all of his feeling about the need for a good relationship between a builder and his subs, Trauger warns not to let the relationship get too personal.

"Keep it on a business basis," he says, "otherwise your subs are liable to take advantage of you. After all, no matter how interested they are in your job, their main concern is to make a buck for themselves."

iscover who your buyers are and what they want

When builders run into trouble selling their houses it's usually because they haven't done their marketing homework, says Trauger. Chances are they've looked across the street to see what the other guy is selling successfully, then copied him.

The right approach, he says, is to go after a market that nobody else is touching—a market you can have to yourself for at least a little while.

Trauger's experience in the depressed Florida market is a case in point. While many builders in the area are still floundering, he's doing very nicely indeed selling quality single-family houses to what he terms a forgotten market.

"Most Florida builders thought the retirement-market boom would never end. So they all built the same kind of housingcondos and townhouses that weren't marketable to anyone but senior citizens. When the boom fizzled they were stuck with unsold inventory and expensive multifamilyzoned land they couldn't use."

Trauger's marketing program is broken down into three phases:

Phase one: Find the hole in the market "Usually it's not difficult to spot the hole," Trauger says. "Just look around to see who has the money to buy, but isn't buying.'

South Florida's forgotten market, he discovered, was made up of fairly affluent young families who have been migrating down from the north in recent years.

"They're professional people-primarily doctors, lawyers and businessmen-whose incomes could support \$50,000-to-\$70,000 houses," Trauger says. "But many of them were renting because the available retiree housing didn't suit a family lifestyle." Phase two: Learn what your market really

Trauger got his basic training introducing new products when he joined Levitt.

"They were running out of good singlefamily land," he says, "and they wanted to learn whether the typical single-family market would accept low- and medium-priced condos instead."

One of Trauger's primary responsibilities was shepherding Levitt's pilot condos through the design procedure. "We worked with four architects on four different pilot programs to find out which would be most acceptable."

In essence, Trauger says, small builders can go through the same kind of procedure on a much more limited basis. Here's how:

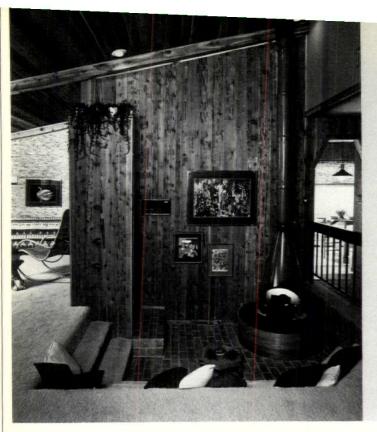
First talk directly to the kind of people you think will be candidates for your houses. Ask them what turns them off most about the housing that's currently available and what they'd most like to have in any new home they'd buy.

By asking such questions, Trauger learned that most of the young families moving down from the north were ready to accept housing geared to Florida's outdoor lifestyle. But they didn't like the coldness of the stucco finish that is common to Florida.

"They wanted something that recalled what they were used to, something with a bit of warmth to it," Trauger says. "And housing like that is rarely available here except in the \$100,000-plus price range."

Next, find out how successful builders in other parts of the country are handling the

TO NEXT PAGE



### "I don't know which room to look at first"

That's what you want to hear prospects saying when they walk in the front door of your models, Trauger says. So every room should tell part of your story.

Shown here are three of Trauger's top sales features decorated to convey his theme of warmth and sophistication: At left, the conversation pit-"a warm secluded spot for intimate conversations"; top right, the beamedceiling living room-"a spacious, formal area for large gatherings"; and bottom right, the brick hearth-"a place for reminiscences of family get-togethers grandma's kitchen."





### How Carl Trauger became a small builder, a big builder, and then a small builder again

It started about 12 years ago when Carl Trauger and his bride were looking for a house. Trauger had a good job as an industrial rep in Pennsylvania, but no money saved and a big monthly car payment to make. Then he saw an ad that read: "No money down; pick the lot you want and we'll build the house."

The Traugers not only got their house, Trauger also talked his way into a part-time job selling houses for \$300 per sale.

"In four months I sold 32 houses," Trauger says, "and the builder insisted I work for him full time."

Instead, Trauger decided to go into business for himself—with the help of a \$10,000 loan from his wife's cousin. His main problem was that he didn't know anything about construction. "To this day," he says "I can't drive a nail straight."

But he did understand financing and selling. So he and his wife's cousin (who acted merely as a silent partner) brought in what Trauger now looks back on as a "brokendown contractor who had tried to make it on his own many times, and failed each time."

In a little over a year, Trauger's company grossed about \$1.5 mil-

lion. "But we never knew where we were at because we didn't keep any kind of records."

Then one day, the contractor cleaned out the company's bank account (everyone was allowed to sign checks) and disappeared.

"This was in 1966 when the industry was in a credit crunch," Trauger says. "By then I was building my first apartments and the contractor left me with unbelievable cost overruns."

At that point, Mrs. Trauger's cousin wanted out; he couldn't take the pressure any longer. So Trauger returned the original \$10,000 investment and worked out of his bind by himself.

During the next few years he dabbled in land development and started building houses on spec.

"I overbuilt," Trauger says, "and by late 1969, I had more than \$1million worth of houses sitting around. It got to a point where I couldn't get mortgages for people because of Pennsylvania's usury laws."

So Trauger found a backer—a man, he says, who had a reputation for "squeezing you good."

And he squeezed so hard, Trauger says, "that I decided I couldn't live with his conditions."

That's when Trauger joined ITT-Levitt's Puerto Rico division. His title: assistant regional manager; his duties: just about everything but keeping the books.

"It was a real shirt-sleeves operation," Trauger says. "No one felt he was responsible for just one thing; we all worked together."

Within two years, Trauger's wife decided she wanted to leave Puerto Rico. Trauger was offered a stateside job with Levitt, but decided against it. Instead he advertised in the Wall Street Journal and landed a job with a fairly large land development company that had recently started building houses in Lauderhill.

"All of their records were on little scraps of paper," Trauger says. "And they had no idea of what an overhead budget was."

Using some of the know-how he had picked up with Levitt, Trauger analyzed the operation and discovered his new employers had been selling their houses for about \$7,000 less than they should have.

Nevertheless, he stayed with the company until mid-1974, when he was asked by an R.E.I.T. if he'd be interested in a joint venture.

"Thirty days after I gave up my old job, the R.E.I.T. went into receivership," Trauger says. "That's when I decided to go out on my own again."

It was well over a year before Trauger could get his Trendsetter Homes operation off the ground.

"Lenders were so frightened by the glut of unsold condos that they wouldn't even consider seed money for my spec models," he says.

Finally last fall, he raised what he needed from private investors, opened his models in March, sold out his original 50 lots, and by August had contracted for 50 more.

"Now," Trauger says, "lenders

keep asking me if I want money."

He also has been approached to g into larger operations, and admit the offers are tempting. But it wou mean adding more people to h four-man operation. (The oth members are his brother, who ac as comptroller, his father-in-la who is the construction super, ar a salesman).

"I never want to reach an over head of \$7,000 per house like some builders have," he says. His over head is about \$3,000 per unit for the 50 houses he'll close by next April

Also, Trauger admits, he isn happy unless he can follow through personally on every phase of hoperation. He does delegate heavy responsibilities to his brother and fither-in-law. But remembering thold days, he says: "I'm not satisfied unless I know I have control over everything."

So he even puts all buyers in contract personally after they's been briefed by his salesman. Or reason: Trauger allows his buyers lot of custom changes, but they hav to be spelled out in the contract she can project his costs exactly for each house.

Another reason Trauger insists of signing up buyers himself:

"I want to be sure they're the kir of people I can get along with whi I'm building their houses."

What happens when he thinks he can't? "I talk them out of buying, tell them that what we're gettir into is like a marriage, and I don want a divorce along the way."

oduct you want to introduce in your area. To get ideas for his Trendsetter Homes, rauger studied California housing.

"California's outdoor lifestyle is similar ours," he says, "and California builders ally understand marketing. So I found out hat was selling well out there, and adapted to Florida conditions."

For example, to get the warm look his arket was asking for, Trauger used a lot ore wood-both inside and out-than is sual in Forida. And he also substituted an ange and brown color scheme for the eens and yellows that are typical in the

Finally, shop around until you find an arnitect who will give you the house you ant at the price your market can afford.

Trauger wrote off \$3,000 in architectural es before he settled on Thomas Kruempelaedter of Miami to design his houses.

"The first architect I talked to couldn't me up with the look and quality I wanted the right per-square-foot costs," Trauger ys. "So I switched architects."

What Trauger wanted was interior feares like vaulted ceilings—some with exosed beams—conversation pits and brick earths in the kitchens.

He also wanted to use top-of-the-line finhing materials and equipment-for exnple, custom kitchen cabinets, drop-in, lf-cleaning ovens, decorator hardware and edicine cabinets and no-wax vinyl floor-

g.
"Everyone said I was crazy to tackle this larket," he says, "because the only singlemily product that was really selling well ere was no-frills."

But Trauger couldn't afford the no-frills larket. "With my land costs, there was no ay it would make sense on a square-footost basis," he says. "And since I knew there as a market for quality houses, I decided go the other way and put everything in." One difficulty with pioneering a new roduct, Trauger admits, is figuring out how any units you can sell in a given time. ''You'll have a general idea just by discov-

ring your untapped market," he says. "But 's difficult to project hard numbers until ou start selling."

So to protect himself, Trauger gets as nuch leverage on his land deals as possible. "Once I decide on my location," he says, get rolling options on as many lots as I an. On the others I work out a subordiation arrangement where I can pay for nem in stages out of my construction loan r just prior to my buyer taking occupancy." And since Trauger only builds on con-

act, he's pretty well protected.

hase three: Make sure you don't price ourself out of your market

he danger signal is when your costs start

going up a lot faster than your market's income level is rising.

"When that happens, it's time for you to start rethinking your product," Trauger

Already, Trauger's costs-especially for land—are rising rapidly. So he thinks that by the time he builds out the lots he now has under contract, his market will be stretched pretty thin.

"I ask myself, where are we going to get buyers for \$80,000-to-\$100,000 houses? And my answer is that a couple of years from now the marketable single-family house here is going to be in the \$50,000-to-\$60,000 range," he says.

To bring in a quality house at that price. Trauger needs improved lot costs of about \$8,000 (right now they're about double that). And that means, he says, that lots will have to be much smaller than the 100-footers that Florida buyers are used to.

If he can get lots at the price he needs, Trauger's marketing plan calls for introducing the zero-lot-line concept to south Florida. In fact, he already has the zoning

Rising costs, however, aren't the only reason why Trauger is getting ready to switch products. He's been picking up too many

"Builders never learn," he says. "They see how well I'm doing in this market, so a lot of them are rushing in to do the same thing."

By switching over to zero-lot-line, Trauger figures, he'll have another shot at a market he can have to himself-at least for a little while.

ake your merchandising budget big enough to do the job right

Trauger was exposed to sophisticated product presentation when he worked for Levitt. And he feels that although today's market calls for strong merchandising efforts, most small builders pinch pennies in that area.

"They may start out wanting to do the right things," he says. "But when they find out what it's going to cost, they pull back and don't do it. Then they're surprised when buyers walk away from their houses."

Landscaping is especially important, Trauger says, because first impressions often determine whether a prospect will buy

"California builders understand that principle very well," he says. "They spend thousands of dollars creating environments that make people say: 'I want to live here.'"

Trauger was working with flat, desolate land at Plantation, the location of his model houses; but he was selling the warm, woodsy look. So even though he only builds on contract and despite his policy of leveraging his land, he spent \$30,000 to landscape the 32 lots he had under contract before he started his models. Most of the money went for the largest trees he could transplant without shock-out. He mounded them between each lot, then surrounded the mounds with upright railroad ties and coral rocks.

"The up-front cost was worth it," Trauger says, "because prospects could see exactly what they were getting.

"On the other hand, one of the biggest mistakes you can make is to overlandscape your models; people will be disappointed when they see the production lots.

The next place a builder should spend money, Trauger says, is making sure his prospects see instantly what's different about his houses.

'Too often builders force people to look for things to like," he says. "You should keep prospects excited from the minute they enter your model to the minute they

Many small builders go wrong in this regard because they won't pay the cost of a professional decorator-one who understands the techniques of model-home merchandising. They rely instead on the services of furniture or department store decorators "who," says Trauger, "are trained to deal primarily with consumers. So they usually don't have the expertise a builder needs."

To get the warm, sophisticated look he was aiming for, Trauger hired Paula Greenberg of Total Design, an experienced New York and Florida firm, to decorate his models.

"She knew exactly what was needed to focus attention on our major selling points," he says. (For some samples see photos facing page.)

Trauger has another theory about where builders often go wrong in their modelhome merchandising—a theory he picked up listening to hundreds of buyers touring models.

"You shouldn't show a lot of high-cost options that aren't included in the base price,' he says. "When a prospect discovers that some of the features he likes most will increase the price by a few thousand dollars, his chin droops. But when you can say, 'everything's included,' his eyes light up."

Advertising is another area where Trauger thinks small builders need to spend more money than they usually do.

TO NEXT PAGE

SMALL BUILDER CO.....

"They don't realize how much traffic they lose because their ads look just like all the others—usually a photo or rendering of the house with prices spelled out in big type."

Trauger thinks people will pay more attention to your ads if you play up the lifestyle you're selling rather than the price. In his ads, for example, prices are listed in small type under large photos of his houses. And to make certain the ads come out the way he wants them, he personally selects the photographer and model, specifies what shots he wants taken and provides ideas for the copy. Then his agency works out a layout for his approval.

"Never let an adman tell you what to do," Trauger says. "You know your product bet-

ter than he ever will."

Trauger picked up his advertising knowhow from his stint with Levitt. "We used outside agencies," he says. "And we told them exactly what we wanted. If they didn't deliver, they had to do them over again."

Trauger says it's important to stress lifestyle rather than price in your ads for two

Price-oriented ads eliminate a lot of prospects

"Many families can find a way to upgrade themselves by as much as \$5,000 to \$10,000 if they find a house they really like," Trauger says. "And if you stress the high spots of your houses in your ads instead of blasting them with price, they'll want to come out and see it. Then the house has a chance to sell itself."

Prospects may think you're substituting price for quality

Trauger picked this principle up from Levitt.

"Even though we were known for high volume and price," he says, "Levitt also offered a good amenity package. So we played down prices and emphasized those amenities."

Another Trauger suggestion about advertising: Never be afraid to change a successful campaign.

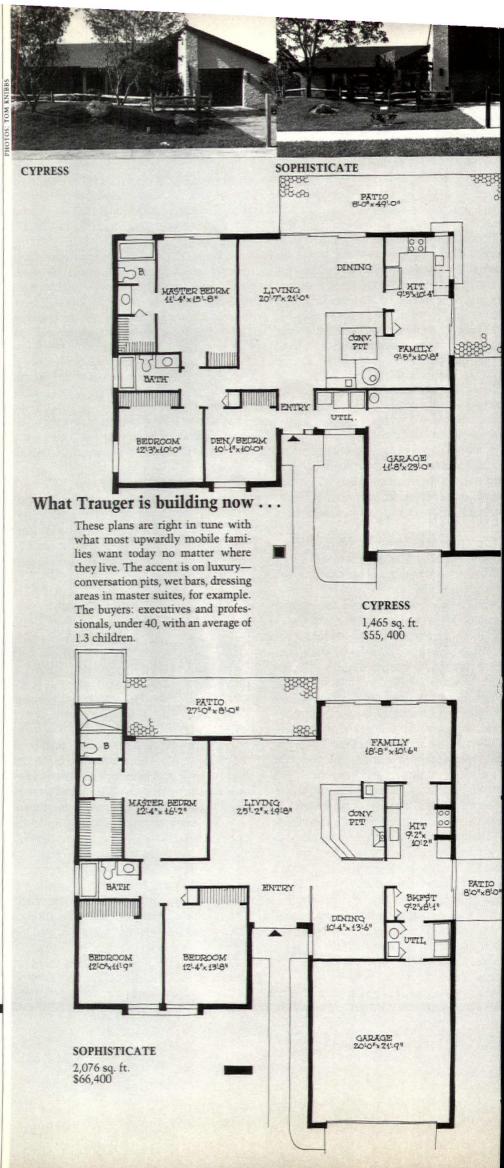
"Most admen are imitators, not innovators," Trauger says. "So if your ads catch on in the marketplace, chances are your competition will copy them. Then it's time to try something else to keep your solo image."

Trauger's successful California-look campaign bred many imitators.

"Just about every builder who has a hint of wood on his houses began using California in his advertising," Trauger says. So he is now using Suburban Sophistication as his theme. He also has changed the visual emphasis from exterior features to interior high spots.

Keep words to a minimum, he advises.
"Photos will do a better job of telling your story."

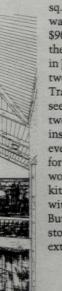
—June R. Vollman



### "I went to California to get the look I wanted"

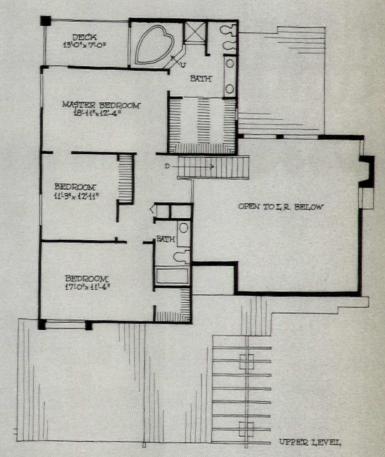


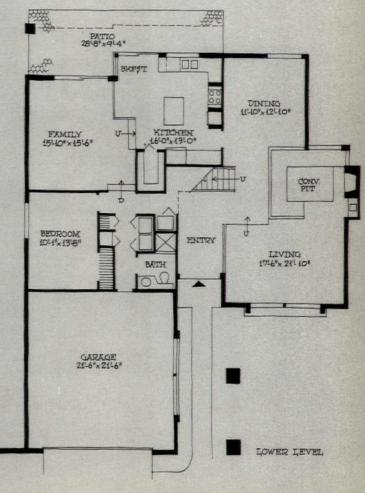
### ... and what he's planning to introduce



Trauger's newest model—the 2,610sq.-ft. two-story plan shown herewas about to go on the market for \$90,000 as this was written. It has all the earmarks of an instant success; in July when word leaked out that a two-story house was in the works, Trauger had several takers sight unseen. As with his first houses, the two-story will lean heavily to wood inside and out. And there will be even more luxury interior featuresfor example, compactors, island work centers and pantries in the kitchens, and king-size master baths with heart-shaped sunken tubs. Buyers also will get 25 ft. cobblestone driveways-one of the few extra-cost items in the early models.







### THREE CUSTOM HOUSE WINNERS

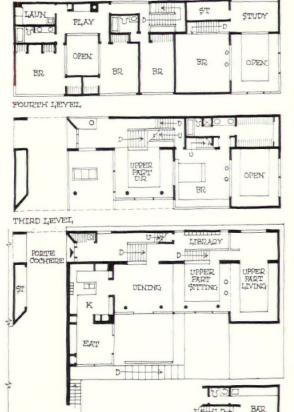
Sure, these houses are uncommon by today's housing design standards. Otherwise, they wouldn't have won awards in the 1976 Homes for Better Living program.\*

But they are not just exercises in doing something different. What you'll see in each case is a specific design idea executed with uncommon skill and originality.

—J.R.V.

\*All HFBL winners [H&H, May] were chosen in a two-day session at the headquarters of the American Institute of Architects, which sponsors the program in cooperation with HOUSE & HOME. Other categories of winners were featured in July, August and September.





FIRST LEVEL

SECOND LEVEL

### FIRST HONOR AWARD

"Basically, this house is one big multilever room."

So says the architect. His reason: Mos rooms are open to each other—either hor zontally or vertically. But despite this openness, the almost 4,000-sq.-ft. livin area is precisely organized so that each family activity has its special place. Childre sleep and play on the top level; the parents suite is directly below; cooking and dining are on the second level; and the living an sitting rooms are tucked in below—in step-up, step-down arrangement.

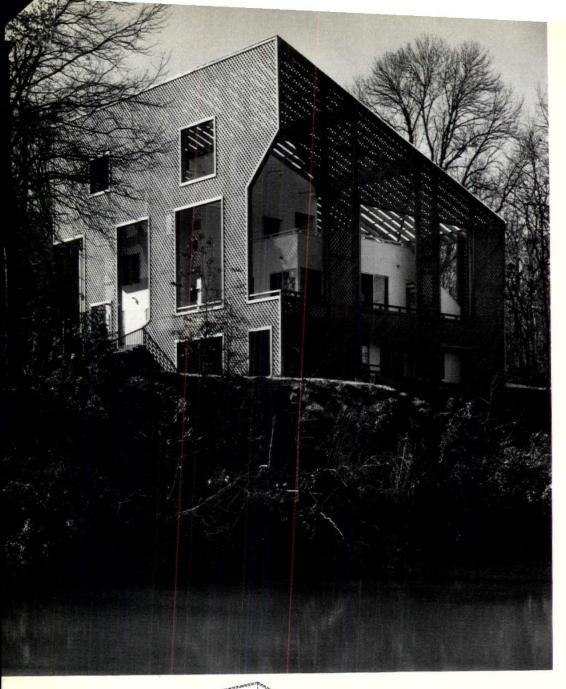
The south side of the two-acre site is th most private. So here the lower levels of th house are almost entirely glass-walled Since these are non-load-bearing walls, th structure is supported by steel beams set of steel columns. The rest of the house is conventionally constructed—wood frame side with stained cedar and finished inside with drywall or plywood paneling.

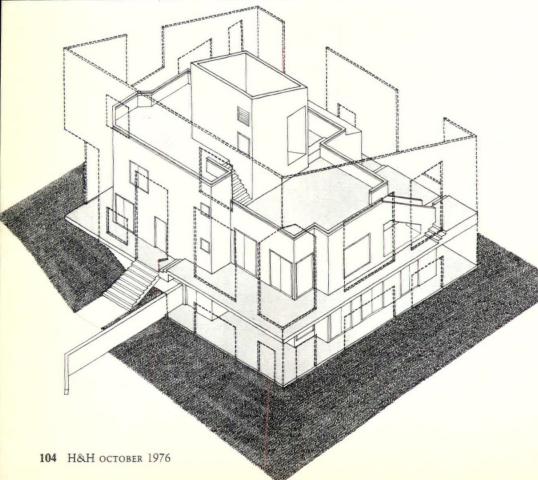
Said the jury: "A beautiful plan don without a flaw."

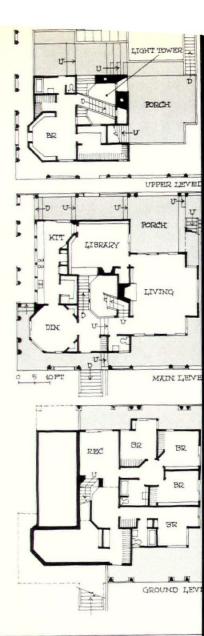
Architect: Hartman Cox Architects Builder: Leo T. Thibodeau. Location: Mont gomery County, Md.











### FIRST HONOR AWARD

This is actually a house-within-a-house—2,700-sq.-ft. inner structure surrounded 1,2,500 sq. ft. of enclosed porches.

The idea was to shelter the wraparour porches without blocking light from the it terior of the house. So the porch enclosure a redwood lattice on a built-up timb frame—has window-like openings that coincide with the major windows and gladoors of the inner structure. To let in molight, the porch is roofed with translucer plastic.

The inner structure is also designed maximize natural lighting: All rooms are of ganized around a central, skylit stair tow (photo, far right). And, as with the winnershown on the previous overleaf, the flooplan separates children's and adult's area Here, however, children's quarters are of the ground floor for easy access to the outdoors; the master suite is on the upper lev for maximum privacy and quiet.

Said the jury: "Perhaps the most origin concept we've seen."

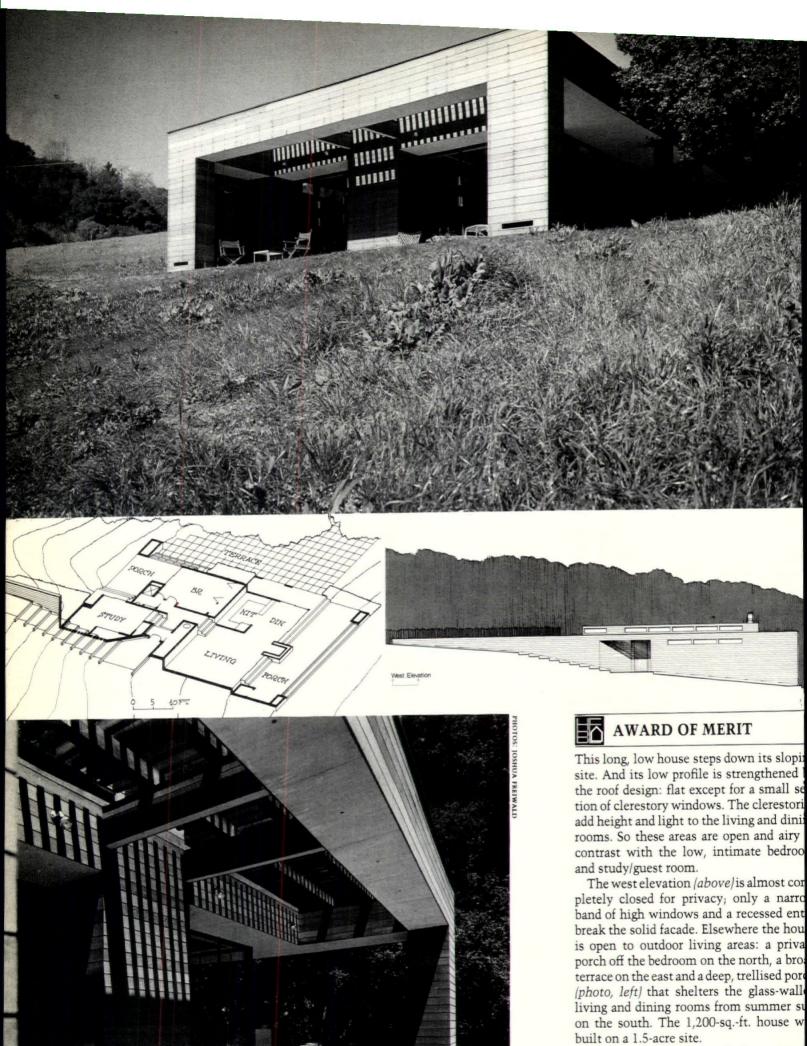
Architect: MLTW/Turnbull Associate Builder: Leo Thibodeau. Owner: Mr. Mrs. Warren Zimmerman. Location: Gre Falls, Va.











Construction. Landscape architect: Max . Schardt. Location: Lafayette, Calif.

Said the jury: "A strong solution to limit

Architect: Daniel Solomon. Builder: Sprin

tions of the site."



2365 Cannon Ave., Lansdale, Pa. 19446. Primitive. As new as the world is old.

Olean A Division of National Gypsum (

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House & Home's International Conference

# Resort Development Opportunities

Puerto Vallarta, Mexico / October 25, 26 & 27

### A House & Home Conference

Resort Development Opportunities or

October 25-26-27

Puerto Vallarta, Mexico

Your chance to visit one of the loveliest resort areas in the world and learn about one of the most promising resort markets in the world

### Here's why you should attend

Because as a resort locale with growth potential, Mexico—with its magnificent coast lines, superb climate and proximity to the United States—is unequaled anywhere in the world.

Because Mexico's West Coast—usually called its Gold Coast—offers the biggest, best and most

immediate prospects for this growth.

And because thanks to new policies of the Mexican government and to new developments in the resort areas themselves, foreign investment in Mexico promises to be more rewarding and less risky than ever before.

In a word, Mexico is seeking investment and resort know-how from abroad especially from the United States—more actively than ever.

And at House & Home's conference, you'll learn about the opportunities this new policy opens up.

Specifically, you'll learn about . .

The new guarantees that insure legitimate title to land acquired by U.S. and other foreign investors and developers, and that eliminate the possibility of government expropriation.

The modifications of the 30-year trust which in the past has been a major concern and deterrent to prospective investors and buyers in Mexico.

The recent and growing success of Mexico resorts in obtaining registrations with the Californ Department of Real Estate, the Securities ar Exchange Commission, and the Department Housing and Urban Development.

The new availability of title insurance th minimizes the risk of foreign ownership in Mexico

You'll be able to meet and talk with both America and Mexicans experienced in the basic res

Determining the size and locations of the markets for Mexican resorts, and the most efficie ways to reach that market.

Understanding the legal and financial ground rules for developing resort projects in Mexico.

Handling the complex procedures of registeria Mexican projects with the SEC, HUD and various U state real-estate commissions.

You'll be at, or within visiting distance of the key resort centers of Mexico's burgeo ing Gold Coast—Nueva Vallarta, Puer Vallarta, Chemela, Manzanillo, Ixtapa ar Acapulco.

And you'll be able to walk the sites of res

Completely developed sites for hotels, co dominiums and single-family resort homes.

Complete infrastructure—roads, water, sew

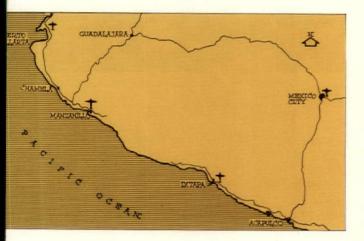
and power. Pre-arranged approvals for Mexican tri agreements, title insurance and governme

registrations in the U.S. Unequaled stretches of beautiful, unspoil

beaches.

Complete amenity packages, including g courses, tennis clubs, restaurants, etc.

Proximity to international airports.



### You'll attend the conference in one of the most colorful and exciting resort towns in Mexico

Even though Puerto Vallarta is Mexico's fastest growing resort, it has managed to retain its basic character as a small, friendly town. The beaches are lovely, fine restaurants abound, and the shopping is in a class by itself—less expensive, more interesting, and much more Mexican than you'll find in any of the bigger and better known resorts.

### And you'll have a chance after the conference is over to stay at another of the Gold Coast's promising new resort areas

The area is Chemela, about 100 miles south of Puerto Vallarta. For those who wish, we have arranged transportation and hotel accommodations. There is no charge for the trip itself and the hotel charges will be roughly the same as at Puerto Vallarta (see the next page for details). We will also have available at the conference a travel desk to help you arrange other post-conference trips around Mexico and to arrange return reservations if necessary.

> Maxwell C. Huntoon, Jr. Managing Editor, House & Home Clarke Wells Senior Editor, House & Home Conference Directors

### You'll listen and talk with these experts in Mexican resort development

- John J. Mooney is Branch Chief, Division of Corporation Finance of the Securities & Exchange Commission. His department is responsible for overseeing the registration or real estate both in and out of the U.S. that qualifies as investment.
- Lic. Carlos Quintero is Director and Vice President for the Tourist Promotion Division of Banco Nacional de Mexico (BANAMEX). As an attorney he is uniquely qualified to explain the legal and financial ramifications of Mexico's 30-year trust, and he is his country's leading international spokesman on the subject.
- Thomas M. Yedor is Construction Manager for Lincoln Property Co.'s Southern California region and former President and Chairman of the Board of West Bay Financial Corp. His company has recently built condominiums in Puerto Vallarta, making him one of the few U.S. developers with expertise in Mexican resort projects.
- Gary N. Chafee is President of Ecoplan, S.A., a Mexico City marketing firm that specializes in resort marketing. As an American marketing man with many years of experience in Mexico, he is unusually well qualified to speak on the problems of marketing Mexican projects in the U.S. and other countries.
- T. Robert Burke is a partner in the law firm of Morrison & Foerster, San Francisco. Together with another partner he obtained the first permit for a Mexican resort development from the California Department of Real Estate, and later, with the U.S. Office of Interstate Land Sales. He has subsequently obtained other approvals.
- Salvador Garcia Ramos y Trujillo is General Administrator of Gran Bahia de Chemela, a resort trust under the Banco Nacional de Obras y Servicos Publicos (BANOBRAS). His trust is responsible for a major development in Chemela, one of the newest of the Mexican Gold Coast resort areas.
- Arturo Rangel Villarreal is Legal Advisor of Gran Bahia de Chemela. An attorney, he was formerly Manager of the BANOBRAS Trust Control Department. He is a member of the commission established by the bank to prepare literature on the 30-year trust, and also is responsible for approving all the bank's literature on foreign investment in realestate projects near coast lines and borders.
- Guillermo A. Grimm is Marketing Director of Fondo Nacional de Fomento Al Turismo (FONATUR). His organization was established by the Mexican government and is now the largest resort-development entity in Mexico. FONATUR developed Cancun on the Yucatan Peninsula and Ixtapa on the Gold Coast, and is currently working with Nueva Vallarta, a major new resort just north of Puerto Vallarta.
- Kenneth I. Prysor-Jones is Administrative Director of Obras y Servicios Turisticos, S.A., a management firm specializing in resort developments in Mexico. A Harvard MBA, he has in the past been responsible for the identification and market analysis of new realestate projects in Mexico, Central America and the Carribean.
- Enrique Riquelme is Director General of Nueva Vallarta. He is a former special advisor to FONATUR, and was heavily involved in the planning and development of Cancun on the Yucatan Peninsula.



Conference Headquarters: Holiday Inn, Puerto Vallarta, Me

### House & Home's Conference on Resort Development Opportunities on Mexico's Gold (

### Conference Registration

To register, please complete and return the coupon below to Mexico Conference, House & Home, McGraw-Hill, Inc., 1221 Avenue of the Americas, N.Y., N.Y. 10020. Or you may register by calling (212) 997-6692. Registration must be made in advance of the conference. All registrations will be confirmed by mail. Residents of Mexico may register by contacting RKL y Asociados, Rio de la Plata 48, Mexico 5, D.F.

### Fee

### **Hotel Reservations**

House & Home has arranged for a block of rooms at special low rates for conference attendees in the new Holiday Inn in Puerto Vallarta. Single rooms are \$24 a day (European plan), doubles are \$27.50, triples are \$31. A 4% Federal tax and a small service charge are extra.

If desired, House & Home will arrange for hotel reservations for attendees whose registration is received by September 30. Please check the appropriate box in the coupon below and indicate check-in and check-out dates. A deposit check for \$50, made out to Holiday Inn Puerto Vallarta, must accompany each reservation made through House & Home.

Attendees may also make their own reservations by calling or visiting the nearest Holiday Inn and working through the Holiday Inn computer system. If you make your reservation this way, please be sure to (1) identify yourself as an attendee at the House & Home Conference, to assure yourself of the special rate, and (2) receive and bring with you to the conference a copy of the confirmed reservation.

All attendees should plan on arriving in Puerto Vallarta no later than Sunday afternoon, October 24. If you plan to arrive earlier or stay later than the conference period, it is suggested that you make your

reservations early to assure yourself space.

If the reserved block of rooms of the Holiday Inn becomes filled, Ho & Home will recommend nearby hotels of comparable quality. However, the same low rates will probably not be available. So again we urge that you make reservations early as possible.

### Dres

Puerto Vallarta is not only one the most beautiful resort areas in Mexico, it is also one of the most informal. Jackets and ties are not actually illegal but their wearers wibe viewed as somewhat eccentric For men and women alike, cool, casual and comfortable are the sartorial guidelines.

### Tax Deduction of Expenses

An income tax deduction is allowed for expenses of education (include registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skills. See Treasury regulation 1.162-5 Coughlivs. Commissioner 203F. 2d 307.

Mexico	Conference

House & Home McGraw-Hill, Inc. 1221 Avenue of the Americas N.Y., N.Y. 10020

Gentlemen: Please register me for your Conference on Resort Development Opportunities on Mexico's Gold Coast to be held October 25-27 at the Holiday Inn, Puerto Vallarta, Mexico.

- Check payable to House & Home enclosed.
- □ Bill me

See hotel reservations section above and check one box.

- ☐ I'll make my own hotel reservations.
- □ Enclosed is my check payable to the Holiday Inn Puerto Vallarta, covering the deposit fee for \_\_\_\_\_room(s).

  I will arrive on \_\_\_\_/\_\_\_and check out on \_\_\_\_/\_\_

Name	Additional registrations from my comp
Title	
Company	Name
Address	Title
City	Name
Phone (Area Code)	Title

### New A21 Maytag Washer uses less hot water, less total water than other leading brands of top-loading commercial washers.

### It can save you 25 to 53% on gas used to heat water.

Look what the dependability people have just come up with, to help you cut costs in the laundry room.

The energy-saving new A21 Maytag Dial-A-Fabric™ Washer can save you from 25 to 53% on gas for heating water over other leading brands of comparably sized top-loading commercial washers, because it uses less hot water.

It can also save you 2 to 15% on total water usage which, of course, could mean a saving on sewer tax (if applicable in your area) due to smaller

discharge.

Naturally, your actual savings will depend upon present equipment and cycle usage. The figures above are based on cycle usage of approximately 3½ hot, 5 warm, and 1½ cold water washes out of every ten washloads.

### Many Other New Features

You and your tenants will also like the additional features we've built into the A21 Maytag, including: Liquid bleach dispenser for extra convenience and better fabric care, plus handsomely styled new control panel with easier-to-read markings.

### Easy Care for All Washables

Your tenants will love the convenience of the new A21 Maytag Dial-A-Fabric<sup>TM</sup> Washer. It lets them dial a scientifically programmed cycle for any washable fabric—even knits and wool. One dial setting does it!

Money-Saving Maytag Dependability
Of course you'll appreciate the dependability built into every rugged inch, plus easy maintenance made possible by complete up-front service access. Get the free facts on how the new A21 Maytag Washer can help you cut costs and increase profits. Mail the coupon now.





Breakthrough!
Maytag-equipped
HOME STYLE LAUNDRY
can give you more profit
per square foot.

This revolutionary concept can cut your costs, while giving you a unique kind of laundry that lets tenants enjoy homelike atmosphere and convenience. Everything's grouped in a functional cluster, like in a home laundry room. It's all made possible by the new A21 Maytag Washer and the exclusive D21 Maytag Dryer, two separate dryers in half the space of one large dryer. Look at the many potential advantages compared to the usual self-service laundry: Smaller space needed, smaller initial cost, lower operating cost, better return on your investment. Get the full story of the Maytag-equipped Home Style Laundry now!

The Maytag Company						
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- ☐ Send the free facts about the new A21 Maytag Dial-A-Fabric<sup>™</sup>
  Washer that can help me save from 25 to 53% on gas used to
  heat water, and from 2 to 15% on total water usage.
- ☐ Also send full details on the revolutionary Maytag-equipped Home Style Laundry.
- ☐ Have a Maytag Distributor phone for an appointment to show me how much I can save on basic utilities with the A21 Washer.

me how much I can s	save on basic utilities with the A21 Washer.
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Business Address	
City	County
State	Zip
Business Phone	



### **Certigroove Sidewall Shakes.** Americans still have designs on them.

For over two centuries, Yankees have been doing things in distinctive, practical ways

Like trimming sidewall shakes parallel for an orderly, precise fit.

When those Yankee sidewall shakes are made out of red cedar, they're striated for a unique linear texture and called Certigroove shakes. They make good sense today for the same reasons shakes did hundreds of years ago.

A warm, natural texture. Practical economy. And insulative properties that make them just the thing in hot weather or cold.

Early Americans didn't have the ASHRAE\* Handbook to consult about

\*1972 Edition, Chap. 20.

insulation. But if they had, they wouldn't have been at all surprised at how good an insulator sidewall shakes are. They were a good idea then. And with rising heating costs, they're an even better idea now.

So next time you're looking for a traditional solution to the contemporary problems of economy, appearance and insulation, recommend Certigroove shakes to the customer. It's a product Americans have had designs on for a long time.

Red Cedar. A natural solution.

(For "Shingling Made Easy" or other information, write Red Cedar Shingle & Handsplit Shake Bureau, 5510B White Building, Seattle, Wa. 98101.) In Canada: 1055 West Hastings St., Vancouver, B.C., V6E 2H1



This label on cartons of Certigroove sidewall shakes is your guarantee of Bureau-graded quality. Insist on it.

Red Cedar Shingle & Handsplit Shake Bureau





## Join the Custom Home Plans Cluplus 5 new designs each month for of professional working drawing

### Get 1,000 home designs now

The Custom Home Plans Club has been created to provide a fresh flow of design ideas you can use to make your business more profitable.

As a new member, you will immediately receive an attractive binder containing 1,000 home designs illustrated with full color renderings and detailed floor plans.

With this complete library of a thousand buildable homes to select from, you and your clients will be pleased with the wide variety of homes available in all styles, types and sizes appropriate to local needs, tastes, and budgets.

These wide-ranging selections include:

Deluxe Small Homes-two and three bedroom

Ranch and Suburban Homes—conventional and contemporary

**Brick and Masonry Homes** 

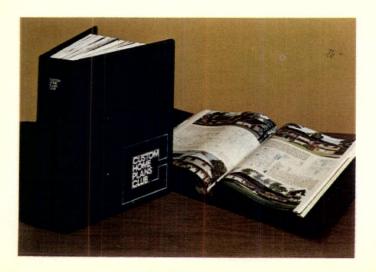
Multi-level and Hillside Homes—split level, split foyer, others

Second Homes—duplex and multi-family; holiday and retirement; chalets, A-frames, cabins, cottages

As you guide clients to a commitment, you—as a member of the Custom Home Plans Club—will lose no time in coming up with a complete set of working drawings, which will be shipped postage-free from Club headquarters the same day your request is received.

And with your working drawings you will also receive a complete list of the building materials you will need—essential for accurate bids and reliable cost estimates.

With so much of the exacting, tedious, preparatory work already done, you will realize substantial savings in time, effort, and money and at the same time, a growing list of clients will realize that you're the one to come to for the right home at the right price.





### plus 5 new home designsof-the-month each month for the next 12 months

To supplement your library of 1,000 home designs, the Custom Home Plans Club will provide you with a steady flow of 5 new home design ideas each month for the next 12 months.

Illustrated in full color renderings—and complete with detailed floor plans—your five fresh designs-of-the-month can easily be added to your basic binder of 1,000 homes.

In this manner, the Custom Home Plans Club broadens the range of selections available to you and your clients, and keeps you current on home design trends beyond your immediate market.

A full set of working drawings with collateral floor plans and a list of building materials will be available on both the original 1,000 home designs and the 60 new designs you will receive during the coming year.

### plus 12 sets of professional working drawings for homes of your choice

Members of the Custom Home Plans Club are entitled to receive a total of 12 sets of professional working drawings without charge.

These building plans may be ordered in any combination desired: 12 sets of drawings for 12 different homes; 4 sets for 3 different homes; or any other way you prefer them.

Beyond the initial 12 sets available as part of the Club

### d get 1,000 home designs now e next 12 months plus 12 sets r homes of your choice.

nembership fee, members may obtain additional working rawings at a 35% discount off published prices which range rom \$25 to \$50 for single sets and from \$50 to \$75 for fouret packages—depending largely on the square-footage of ingle-family homes and the number of units for multi-family wellings.

Drawn to FHA and VA general standards, these blue line rints—size 36" x 20"—are easy to read on a white backround. Depending on the size and complexity of the house esign, plan sets may include as many as nine sheets. Notes nd drawings indicate location and types of materials to be sed. With complete freedom of choice, Club members may rder their 12 sets of detailed working drawings at any time uring the 12-month membership period.

Club working drawings include: (1) Floor Elevations, 2) Complete Framing Plans, (3) Wall Sections, (4) Floor Plans, (5) Basement/Foundation Plans, (6) Roof Plan, 7) Plot Plan, (8) Kitchen Cabinet Details, (9) Fireplace Built-in Details, (10) Specification and Contract Booklet.

### **plus** itemized lists of building materials for accurate bids and reliable cost estimates

o eliminate the time-consuming task of taking off material equirements from each set of plans ordered, the Custom Iome Plans Club automatically provides members with itemized lists of building materials needed to obtain reliable bids, to make accurate cost estimates, and to order building materials from suppliers.

The lists include the size and quantity of all millwork such as doors, lumber and built-ins . . . framing lumber . . . roofing . . . flooring . . . wallboard . . . masonry . . . concrete . . . reinforcing . . . insulation . . . beams . . . finishing materials, and more.

The lists of building materials used in conjunction with the detailed working drawings—save Club members dollars, drudgery and valuable time more profitably spent with clients.



### Application for membership

Enclosed is a check for \$360 for a full year of membership in the Custom Home Plans Club. For this I am to receive immediately a binder containing 1,000 home designs, plus a portfolio of 5 new designs each month for the next 12 months.

My membership also entitles me to a total of 12 sets of professional working drawings and a list of building materials for Club homes of my choice. These sets of working drawings may be ordered in any combination I desire: 12 sets for 12 different homes, 4 sets for 3 different

homes, or any other way I prefer them. Beyond these 12 sets included in my membership fee, I will be able to buy additional sets at a 35% discount off published prices during my membership period.

If after receiving my first set of working drawings I am less than completely satisfied, I am entitled to a refund in full – and no hassle – simply by returning the binder of 1,000 designs and the working drawings in good condition.

Make check payable to Custom Home Plans Club.



### occupation

- □ subcontractor
- □ retailer
- □ wholesaler
   □ architectural
- □ engineer
- □ realty
- finance
- □ government□ manufacturing
- 2320 KANSAS AVENUE/P.O. BOX 299/TOPEKA, KANSAS 66601

Your Name

Firm

Address

City State Zip

Signature Date

## Dave Stone's new book on how to turn wavering prospects into confident homebuyers



Dave Stone, President of The Stone Institute, Inc., enjoys a national reputation as realtor, author, lecturer, salesman, sales trainer, sales manager and sales consultant to builders, developers, realty and financial firms in the housing field.

His mastery of selling strategy, selling tactics and selling lines derives from perceptive insight on what really happens when salesman and prospect meet. In plain, simple language, Dave Stone describes the nature of these reflex reactions and how to cope with them successfully.



As an outstanding professional in face-to-face selling, Dave Stone knows exactly what it takes to turn wavering prospects into confident buyers.

In his new book on HOW TO SELL NEW HOMES AND CONDOMINIUMS, Dave distills over thirty years of rich and varied selling experience as salesman, sales manager, sales trainer and sales consultant.

Dave Stone digs deep below the surface to give you a clear picture of how buyers and sellers react to each other. He shows both as factors in the human equation that tip the scale—and the sale—in one direction or the other.

HOW TO SELL NEW HOMES AND CONDOMINIUMS is a basic book about people—the people who buy homes from the people who sell homes. It brings to sight all the hidden worries, fears and hopes that motivate buyers and sellers alike. It shows how these powerful emotions bounce back-and-forth between buyer and seller. And it reveals how the salesman's own attitudes, moods and expectations become part of his own selling problem.

With style and wit, Dave Stone describes the thinking, planning and unde standing behind successful strategy, selling tactics and selling lines that mal the sale.

HOW TO SELL NEW HOMES AND CONDOMINIUMS was written n only to guide ambitious beginners, but also to update highly profession salesmen on the whole new set of problems involved in selling condominium

Worth the price of the book itself is the chapter on Selling Against Competition which compares buyer advantages of each type of housing to the disadvantage of each other type of housing. It provides instant leverage in knowing exact how to approach almost anyone in the market for a new home or condominium

That extra sale is all it takes to re-pay your investment in Dave Stone's new boo on HOW TO SELL NEW HOMES AND CONDOMINIUMS over and ovagain. Make Dave's ideas work for you. Fill in the order form below.

### SALES STRATEGY THAT WORKS

49 ways to help buyers with equity financing
54 ways to judge competitive location, design,
construction quality & financial factors
Sales strategy for scattered sites
6 ways model homes can increase sales volume
Logical sequence for visual aids
Use of calendars, log books and lot-holds
The worst place for floor plans
How to isolate selection and material exhibits
Typical Builder Control Manual for openings
Traffic Report Form to detect marketing problems
Subdivision Control System for materials

### SALES TACTICS THAT WORK

8 typical closing questions

How to dissolve buyer tension
How to finesse the complainer
How to set deadlines for decision
How to handle impossible requests for change
How to handle options without losing control
How to reduce major problems to minor factors
How to ask the questions they want to answer
How to create a sense of urgency
How to relate floor plans to living requirements
How to set up return visits
6 knockout questions for openers

95 sales slants for 46 common expressions

SELLING AGAINST COMPETITION
Buyer Advantages
New home vs Re-sale home
Production home vs Custom home
Custom home vs Production home
Conventional home vs Mobile home
Owning vs Renting
Condominium vs Single-family
Condominium vs Townhouse
Single-family vs Condominium
Townhouse vs Condominium
Townhouse vs Single-family
Low-rise vs High-rise
High-rise vs Low-rise
Small community vs Large community

### Yes!

Send me Dave Stone's new book on

Dave Stones new book on

HOW TO SELL NEW HOMES AND CONDOMINIUMS Enclosed is check for \$19.95 payable to House & Home Press.

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HH-10/76

### PROFILE OF TODAY'S HOMEBUYER

Large community vs Small community

How decisions are made: the balancing act Obstacles to decision-making 6 things that worry homebuyers 25 common objections and what they mean 19 buying signals and how to read them Buyer options as competitive factors Buyer Profile Guide to closing action Buyer's Household Inventory List Checklist for the buyer's big move

### PROFILE OF THE SUCCESSFUL SALESMAN

The art of quick qualifying
How to control your effect on others
How to feature the buyer's perceived values
9 elements of siting you should know
14 types of construction knowledge you need
How to schedule the 600-minute salesday
Daily Work Plan for effective selling
Sales Procedure Checklist
Flowline of selling points for presentations
13 ways to enrich your prospect list
15 good thank-you gifts for buyers

## apartments more rofitable

Chicago, October 18-19

Los Angeles, November 18-19

# a Houses Home seminar/workshop Making apartment and the seminar workshop Making apartment and the seminar workshop apartment and the seminar workshop apartment and the seminar workshop and the seminar workshop and the seminar and the semi

Apartment owners everywhere know that even though occupancies are higher than ever, profits are fast disappearing.

The answer seems simple: Cut maintenance costs, increase rents, or do both.

But owners who have tried this often find the cure worse than the disease. Increased rents and curtailed services can drive tenants away, making the profit picture even worse.

Apartments can be made more profitable—but only through a carefully constructed program in which maintenance and marketing are linked tightly together.

This maintenance/marketing approach is a proven answer to the problem of low apartment profits. It works. And you'll learn how it can work for you in this new House & Home seminar/workshop.

As a seminar, it tells you how to deal with the combined problems of cutting costs and improving marketing.

And as a workshop, it lets you apply what you've learned to a series of practical problems based on actual apartment projects.

### You'll learn from a top maintenance/marketing team.

Ed Kelley and Bob Cagann are specialists in making apartments more profitable. While each owns his own management firm, the two frequently team up to tackle problem projects—Cagann on maintenance and Kelley on marketing. The result: they can offer a double-barreled program pased on practical, down-to-earth principles drawn from real apartment case histories.

This seminar/workshop will show you how to . . .

- \* control expenses
- reduce unnecessary costsimprove cash flow
- Specifically, you'll learn . . .

### In budgeting:

- Key rules for setting maintenance budgets
- How to analyze your project's budget performance

### In purchasing:

- How to buy intelligently
- What to stock—and how much
- Ways to negotiate better prices
- How to establish payment schedules and taking discounts

EDWARD N. KELLEY, CPM, CRE, is one of a small handful of management specialists with proven track records in improving profits in established apartment complexes. Before starting his own company some years ago, he was chief administrator for upwards of 60,000 apartments over a 15-year period. He was vice-president of property management for Baird and Warner, one of the country's oldest and largest real estate firms, and later, he was senior vice-president of property operations for the Kassuba Development Corp. His textbooks on management are widely used in real estate training courses, and his newly published book, Practical Apartment Management, covers the subject more thoroughly than any to date.

### In staffing:

 How to screen, hire, train, organize and motivate the people who manage and market your project

### In scheduling:

- How to phase improvements
- How to set maintenance standards—and sustain them
- How to set timetables for deferred maintenance

### In supervising:

- How to set job-time requirements and work standards
- Getting more production out of maintenance men
- How to make an inspection system work

### In market research:

- How to analyze and understand your local rental market
- How to make your apartments competitive

### In marketing:

- How to set up and follow a long-term marketing program
- How to restructure a rent roll in an existing project
- How to sell a rent raise to your manager, tenants and the public
- How much rents can be raised and how often
- What rental people should know about sales psychology



ROBERT A. CAGANN, CPM, has been president of his own property-management, appraisal and investment-brokerage firm in the Chicago area since 1964. In recent years much of his work has been concentrated on turning around unprofitable apartment projects throughout the U.S. and Canada. As an accredited expert on the economics and feasibility of multifarmity management, he has testified before the U.S. Senate Housing and Urban Affairs subcommittee, state legislative committees, courts of law and planning boards. Mr. Cagann is an accomplished management instructor and author.

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- A new, definitive textbook covering every aspect of apartment management (see box below)

In addition to the workbook provided with this course, each attendee will receive a free copy of Ed Kelley's new 120,000-word book, Practical Apartment Management, published in August 1976 by the Institute of Real Estate Management. The book's 400 pages cover every conceivable aspect of apartment management. Complete with illustrations, tables and glossary, it is the most thorough and up-to-date book on management now available to the apartment industry.



Seminar Director: H. CLARKE WELLS Senior Editor House & Home

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Custom/stock cabinetry gives the builder a luxury option





aker Maid



Long Bell

Until recently only two types of kitchen cabinetry were major factors in the marketbasic stock and fully accessorized custom lines. Builders and remodelers who wanted to install luxury cabinets in their kitchens had to go through the long process of specifying expensive custom.

Now three manufacturers have changed all that. Quaker Maid, a division of Tappan, Del Mar, a division of Triangle Pacific, and Long Bell, a division of International Paper, offer the best of both worlds—custom/stock cabinetry. Custom accessories are available in stock delivery times and in a price range builders can afford. Three examples are shown here; for others see the next three pages.



Quaker Maid, Leesport, Pa., long a recognized leader in the custom cabinet field, modified five of its best-selling lines to create the "Custom Limited" series. These groups offer a more limited range of options and accessories than full custom lines but still provide many special features.

A guaranteed four-week delivery time and a simplified ordering process are designed to make the package even more appealing to builders. According to Quaker Maid, fully equipped cabinets will cost only marginally more than a top stock line. CIRCLE 200 ON READER SERVICE CARD



Contemporary Modulus II cabinetry (top of page) is one style available in Quaker Maid's "Custom Limited" series. Some accessories offered are: the double-swing-out corner swings (above), a base cabinet storage pantry (left), and space-saving lazy susan and pie-cut corner cabinets (right).









Long Bell, Longview, Wash., was the pioneer in this specialized field. Since the firm's inception in 1963, all its major lines have been available with a wide range of convenience options. For many years, Long Bell was the only supplier of this type of cabinetry. CIRCLE 202 ON READER SERVICE CARD





kitchen (above) includes a roll-out hostess cart. Also featured: built-in metal bread and flour drawers (left), slideout chopping board (below left) and pull-out towel rack (below).



### MORE PRODUCTS

- 130 Interiors
- 132 Interiors
- 134 Coatings & adhesives
- 138 Coatings & adhesives
- 146 Structural
- 148 Interior environment
- 150 Flooring
- 154 Flooring



Two hardboard paneling styles are combined (above) to provide a Tudor effect in a family room. Brick design, "Woodhaven," is accented with moldings of simulated hand-hewn wood in the "Lodgewood" pattern. Brick design can also be used as a wainscot. Abitibi, Troy, Mich. CIRCLE 203 ON READER SERVICE CARD

Vinyl-surfaced gypsum paneling in a contemporary striped pattern [right] is part of the Durasan series. The strength and durability of gypsum wallboard is combined with the toughness and easy maintenance of vinyl. Panels come in 8′, 9′ and 10′ lengths. Gold Bond, National Gypsum, Buffalo. CIRCLE 204 ON READER SERVICE CARD

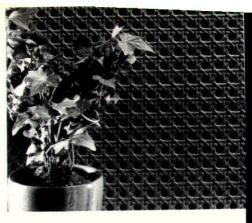
Prepasted fabric-backed vinyl wallcovering (below) is a whimsical butterfly and flower pattern from the "Children of All Ages" collection. The line includes 100 selections of prints, stripes and coordinates. Easy-to-maintain wallcoverings are scrubbable. Stauffer, Westport, Conn. CIRCLE 205 ON READER SERVICE CARD



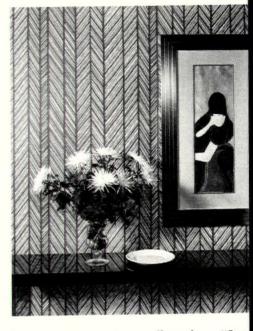


Vinyl wallcovering with a heavily embossed surface, "Candice" (below), is available in 10 colors including white. The middleweight, textured material is durable enough for commercial applications. B.F. Goodrich, Akron, Ohio. CIRCLE 206 ON READER SERVICE CARD





High-pressure plastic laminate in a three-dimensional design, "Registered Cane" (above), simulates the look and feel of octagonal woven cane. Two cane colorings are offered. The laminates meet or exceed all N.E.M.A. standards. Nevamar, Exxon Chemical, Odenton, Md. CIRCLE 207 ON READER SERVICE CARD



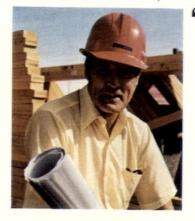
Contemporary pattern wallcovering, "Quo Vadis" (above), is a design of chevrons and stripest Part of the "Vinyl Weave Volume III" collection, the pattern is available in beige/white on mylar or in yellow, green, blue and brown colorways on vinyl. J. Josephson, Hackensack, N.J. CIRCLE 208 ON READER SERVICE CARD

Bold floral design wallcovering, "Iris" (below), part of the "Rainbow Garden" collection, comes in: purple and blue on ebony; blue and green on white; beige and olive on chamois; or yellow and green on white. Katzenbach & Warren, New York City, CIRCLE 209 ON READER SERVICE CARD





Nord's Regency A carved entry door



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Bill Lewis, manager Union Manufacturing & Supply Company Ft. Collins, Colorado

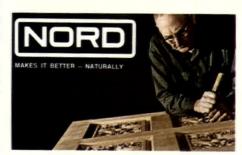
Bill Lewis manufactures \$20,000 to \$30,000 modular homes. And Nord doors are part of the quality he builds in.

"The more quality you put in a home, the easier it is to sell," says Bill. And since the front door makes the first impression, Bill makes it count. "The entry is a big feature in our factory-built homes. That's why we've used Nord doors for over 14 years.

Nord sets a quality tone with natural wood, fine craftsmanship and rich design. And to assure top performance, Nord uses only selected Western woods, specially dried in Nord's own kilns.

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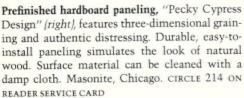


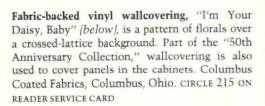


Laminated plastic, "Vertical Grade" (above), gives any vertical surface a durable, easy-to-maintain finish. The material, available in a wide range of woodgrains, patterns, solids, marbles, leathers and slates, is suitable for high-traffic areas. Wilson Art, Temple, Texas. CIRCLE 210 ON READER SER-



Vinyl wallcovering, "Bali Batik" (above), is an ethnic design on a nonwoven fabric backing. The pattern, offered in two earthtone colorways and one pastel, is pretrimmed, prepasted and scrubbable. Imperial, Cleveland, Ohio. CIRCLE 213 ON READER SERVICE CARD

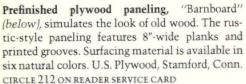


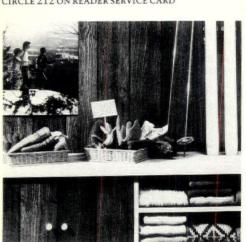






Wall paneling (above), part of the "Pecan Real" series, features embossed surface splits and knot holes. The material, available in a range of woodgrain tones in standard sizes and thicknesses, is manufactured on lauan and fiberboard substrates. DG Shelter, Portland, Ore. CIRCLE 211 ON READER SERVICE CARD

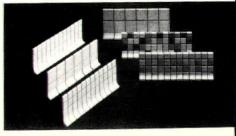






"Cloud Cover" (left), part of the "Magic of Mylar" collection, has an eye-catching effect Paper-backed wallcovering, available in four co orways, is pretrimmed, gravure-printed an scrubbable. James Seeman, Garden City Parl N.Y. CIRCLE 216 ON READER SERVICE CARD

Built-up base (below) facilitates ceramic mosa floor and wall installations. Time-saving unit fe tures a basic cove-base trim piece mounted wit strips of ceramic mosaic field tiles from 4" to 10 high. U.S. Ceramic Tile, Canton, Ohio. CIRCI 217 ON READER SERVICE CARD



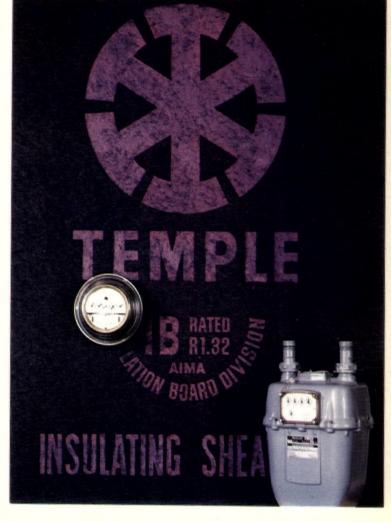
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with strength?

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Temple insulation sheathing, for example, gives both insulation value and strength. It has so much racking strength that the four national "model" building codes permit the elimination of corner bracing when Intermediate, Nail Base, or 25/32" Temple sheathing is applied properly. And the 25/32" thickness has an R value of 2.06.

Temple wood fiber insulation sheathing is the basic panel that combines strength with an insulating value greater than other structural sheathing materials. For more facts, see your Temple dealer, or write for our colorful building products catalog.





PRUDUCIO



Water-based contact cement (above) provides a strong, instant bond after treated surfaces are dried. Material has a latex base which makes it easy to dilute. Cement may be used to join high-pressure laminates. Borden, Columbus, Ohio. CIRCLE 218 ON READER SERVICE CARD

Epoxy sealer, SealawayTM II (right), protects as it penetrates. The coating forms a tough film, minimizing concrete dusting, while it seals out water, dirt, oil and grease. Material can be used on new or aged concrete. Hallemite, Montvale, N.J. CIRCLE 219 ON READER SERVICE CARD





High-strength adhesives, "SS-200" and "SS-400" (right), are laboratory tested and field proven. "SS-200" bonds paneling, drywall or foam. "SS-400" decking adhesive bonds subfloors. Specialty Chemicals, Elk Grove Village, Ill. CIRCLE 222 ON READER SERVICE CARD





damage to wood. The clear, colorless treatment reduces water absorption rates and subsequent physical distortion and deterioration. Coverage is up to 600 sq. ft. per gallon. Cyclo, Palisades Park, N.J. CIRCLE 221 ON READER SERVICE CARD



"Hybond \* 40" (left) is a non-flammable, non-toxic water-based neoprene adhesive. Performance standards are similar to solvent-based substances. Material needs only contact pressure to form a lasting bond. Pierce & Stevens, Buffalo, N.Y. CIRCLE 223 ON READER SERVICE CARD

Silicone construction sealant, "790" (left), is now available in 2-gal. bulk pails and 11-fl.-oz. plastic cartridges. New containers afford easy, safe handling for applicators working on scaffolds or platforms. Dow Corning, Midland, Mich. CIRCLE 224 ON READER SERVICE CARD

Quar-a-poxy® II mortar (not pictured) is used to install high lug floor tiles without risk of the tile cracking. The modified epoxy and Portland cement compound allows grouting the same day. H.B. Fuller, St. Paul, Minn. CIRCLE 225 ON READER SERVICE CARD

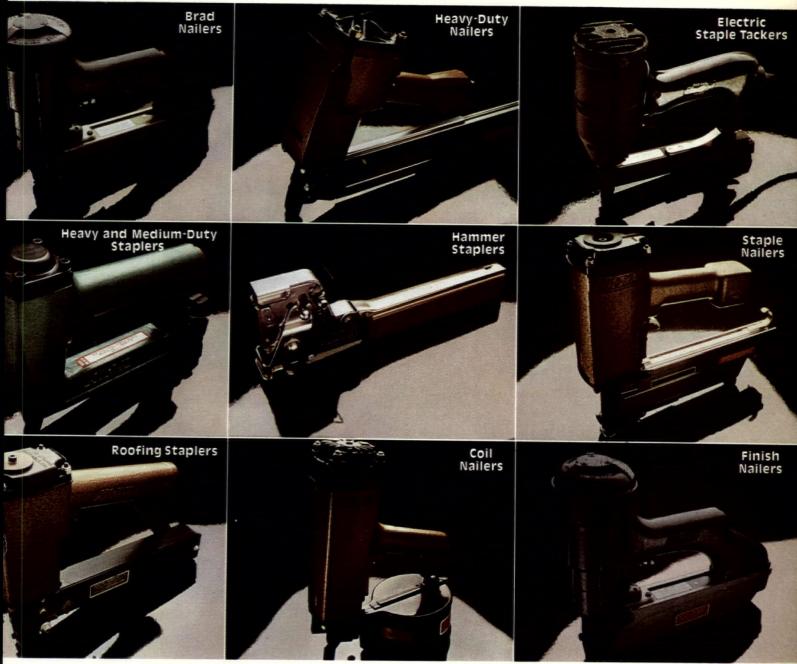


Adhesives (above), part of the WAL-LITE® line, include ceiling tile adhesive panel adhesive and contact cement. Wall panel adhesive is a waterproof, synthetic-rubber-based material formulated for applying hardboard and tileboard. U.S. Gypsum, Chicago, Ill. CIRCLE 226 ON READER SERVICE CARD



Waterproofing kit, "Duro E-Pox-E" (above), seals leaks in basements, swimming pools, brick, block and masonry. The epoxy formulation dries to an iron-like bond that will withstand extreme water pressure without seepage. Woodhill Chemical, Cleveland, Ohio. CIRCLE 220 ON READER SERVICE CARD

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No one in the industry can offer you a larger selection of nailing and stapling tools, finer quality, or better service than Duo-Fast.

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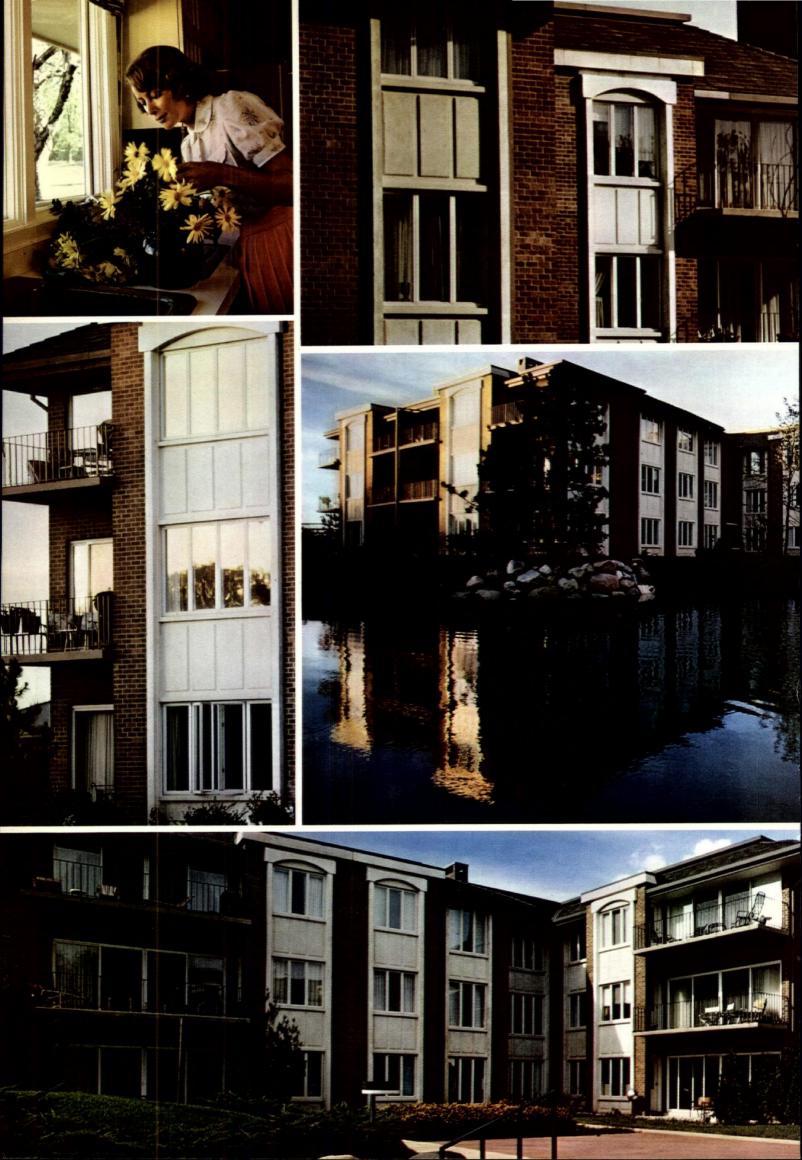
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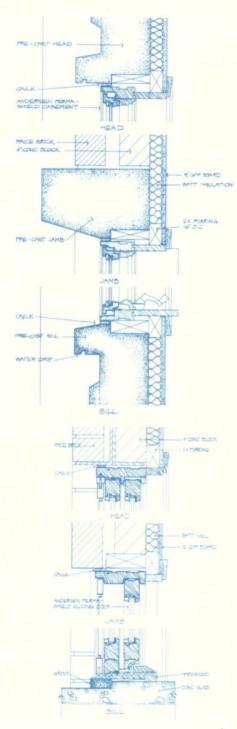
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The Oak Brook Club provides lavish, spacious condominium living in one of Chicago's finest suburbs.

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Perma-Shield Windows and Gliding Doors are also two times more weathertight than industry air-infiltration standards. To help seal out drafts and dust, help save on heating and cooling costs.

And their solid, easy operation and secure locking connote the feeling of Oak Brook Club luxury and security.

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PRODUCTS/CUATINGS & ADDIESTALS



Caulking compounds (left), part of the "Fastener" line, are for interior or exterior applications. The three caulks featured are an acrylic latex caulk, a butyl rubber caulk and an oil-base easy-caulk. Contech, Minneapolis, Minn. CIRCLE 227 ON READER SERVICE CARD

Waterborne varnish, "Aquathane" (below), maintains the natural finish of wood and dries to a clear satin finish. Non-flammable, odorless coating may be re-applied in less than four hours. Foy-Johnston, Cincinnati, Ohio. CIRCLE 228 ON READER SERVICE CARD

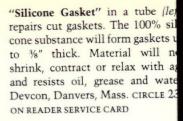




Cements and primers for plastic pipe (above) meet the standards of the National Sanitation Foundation. Line includes PVC clear cement, PVC gray cement, CPVC cement, ABS cement and styrene cement. Hercules, New York City. CIRCLE 233 ON READER SERVICE CARD

"Sta-Lok Pipe Joint Sealant" with Teflon (right) provides an instant seal and hardens to insoluble within 24 hours. The material won't tear or shred. Joints cannot be loosened by vibration. Broadview, Broadview, Ill. CIRCLE 235 ON READER SERVICE CARD

Protective coating, "Rust Buster" (below), covers rust and stops corrosion. The material leaves a self-priming, lead-free finish that resists moisture and fumes. Coating comes in white, black, red and gray. Valley Research, Hewlett, N.Y. CIRCLE 275 ON READER SERVICE CARD



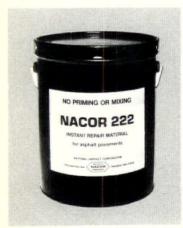
Vinyl resin-based adhesive, "Man flex 431A" (not pictured), can be used with a wide range of building materials. Applied by spray or rollers, substance resists heat ar moisture. Manufacturers Chemical Camden, N.J. CIRCLE 232 ON READESERVICE CARD



"Liquid Roof Repair" (above) may be applied under extreme weath conditions. The material, recommended for leaks in chimneys, flassings and roofing shingles, sets to resilient waterproof seal. Maco Glidden, Wickliffe, Ohio. CIRC: 234 ON READER SERVICE CARD







Patching compound for asphalt and concrete pavements (above) does not require priming, mixing or heating. The substance, available in 5-gal. pails and 55-gal. drums, sets by compression and can be applied under any weather conditions. National Asphalt, Cleveland, Ohio. CIRCLE 229 ON READER SERVICE CARD



High-strength adhesive, "Super Drop" (above), achieves a strong bond between non-porous surfaces such as rubber, metals, plastics and glass. Colorless material has a tensile strength of up to 5,000 lbs and cures rapidly. Ornsteen Chemicals, Seabrook, N.H. CIRCLE 230 ON READER SERVICE CARD



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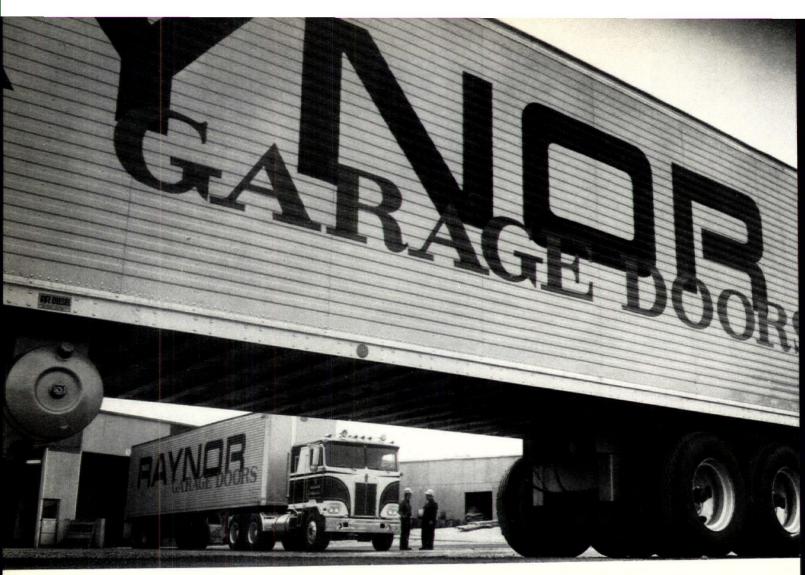
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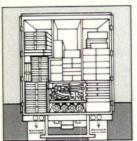
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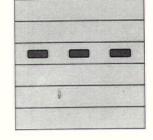
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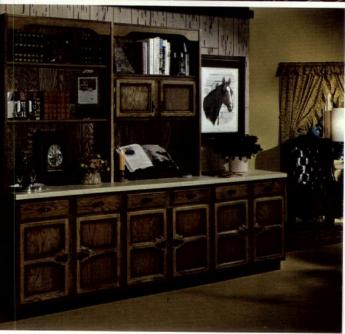




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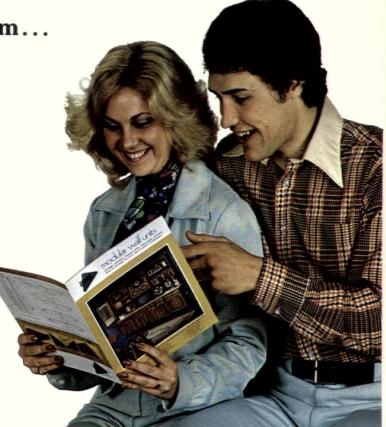
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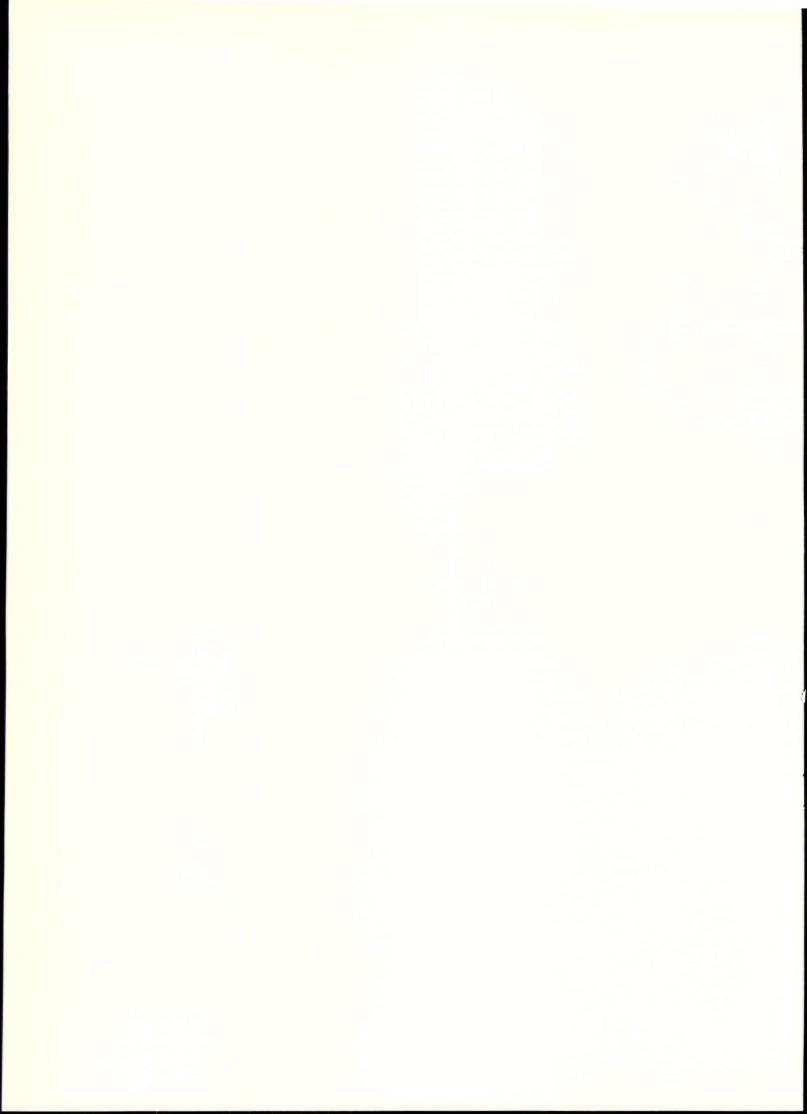


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**Eligibility:** Any house or apartment building in the United States or its possessions built since January 1, 1974 and designed by a registered architect is eligible. Entries may be submitted by any architect, builder, developer or owner.

**Entry categories:** Custom-designed houses—one-of-a-kind detached houses, designed for private clients including year-round and vacation houses and remodelings and additions.

Merchant-built houses—single-family detached houses for sale or rent including vacation and year-round, promotional and zero-lot-line houses and remodelings.

Multifamily housing—apartment buildings: Attached housing such as townhouses, duplexes, triplexes and fourplexes. Multi-building projects including PUDs and sections of PUDs.

Remodelings must take in the whole structure. Custom additions to a detached house must be tied into original design of house. No single room or single apartment remodelings are admissible. Redecorations are not admissible. Changes must be structural. Photos of both before and after construction will be required for judging. All categories include modular housing.

**Registration: Fee**, \$40 per entry. **Deadline:** registration forms postmarked by midnight, October 30, 1976.

**Submission of material:** A spiral binder—color coded to project category—will be sent to each registered entrant in December, 1976. This should be filled with sufficient black and white photographs and plans to illustrate the design. Detailed instructions will be included in the binders. **Deadline:** submissions postmarked by February 5, 1977.

**Judging:** Will be held on March 15 & 16, 1977 at the American Institute of Architects headquarters in Washington, D.C. The panel will consist of outstanding architects, housing industry leaders and editors of *Architectural Record* and *House & Home*. There are two types of awards; First Honor Awards and Awards of Merit.

Winners: Will be notified immediately after judging. Award certificates will be presented and photos of winning projects will be displayed during the 109th annual convention of the American Institute of Architects, June 5-6, 1977 in San Diego, Ca. Winners will be expected to prepare and ship to the AIA convention—at their own expense—a project display board representing the winning entry. Instructions for these will be forwarded to winners. Winning binders and display boards will not be returned.

Conditions: Entries must be approved by all parties concerned. The Entrant represents that he is the sole proprietor of all rights in and to the material, illustrations and photographs submitted; that such items are free from copyright restrictions that would prohibit publication by House & Home; that Entrant hereby grants to House & Home the right to publish such material, illustrations and photographs at such times and in such manner as House & Home shall determine, and agrees to indemnify and defend House & Home from any claims arising out of or in connection with any such publication by House & Home. The Identification sheet [white] must be signed to validate your entry.

### REGISTRATION FORM

Mail to: Dept. HFBL, House & Home, McGraw-Hill, 41st floor, 1221 Avenue of the Americas, New York, N.Y. 10020 by midnight, October 30, 1976.

All winning entries will be published in House & Home.

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		check or money orde	
		d a separate form [or ph	
		for the following cated	

Custom-designed house 

Merchant-built house 

Multifamily housing 

Architect name

Street, city, state, zip

Project name & location

Entry submitted by (Name of one person to whom correspondence should be addressed) (Phone)

Company and address

Check appropriate company category[ies]

Builder □

Architect □

Developer □

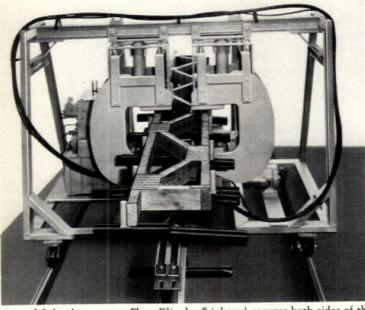
Owner

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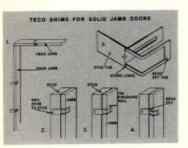
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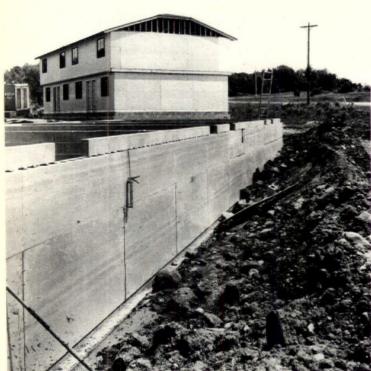
Fireplace chimney device, Wind-Jammer<sup>TM</sup> (*left*), prevents downdrafting due to wind action. Easy-to-install unit, which fits standard 13"x13" chimney liners, is of corrosion-resistant aluminum. Device is wind-operated and also functions as a rain cap. Dover, Louisville, Ky. CIRCLE 245 ON READER SERVICE CARD



Truss-fabricating system, Floor Klincher® (above), secures both sides of the truss at once. Time-saving system eliminates turning trusses over and prenailing. Unit produces up to 30-ft. spans that can be from 12 to 24 in. in depth. Panel Clip, Farmington, Mich. CIRCLE 246 ON READER SERVICE CARD



Shimming device, "TECO Shim" (left), is for use with pre-hung solid jamb doors. Constructed of 18-gauge galvanized steel, shim facilitates the installation of the door and provides a firm support once the door is placed in the opening. Nine shims are used per door. TECO, Washington, D.C. CIRCLE 247 ON READER SERVICE CARD



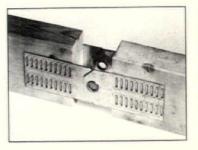
**Foundation insulation**, "Styrofoam TG" (above), fully insulates a basement. The substance has the strength and moisture resistance to perform over the life of the house even though partially buried in the ground. Dow Chemical, Midland, Mich. CIRCLE 248 ON READER SERVICE CARD



Insta Chimney™ (left) eliminate the need for costly masonry work Made of specially formulated fibe glass resin, the unit has the look an feel of brick and stone. Lightweigh product requires no special wall croof construction. Castle Rock Winsted, Conn. CIRCLE 249 OF READER SERVICE CARD

Building block molds (below) ar made of durable reinforced fibe glass. The line includes screen, edging, block, coping and paving ston molds. Blocks can be colored by adding cement tints to mix. Decouvest Caldwell, N.J. CIRCLE 250 of READER SERVICE CARD

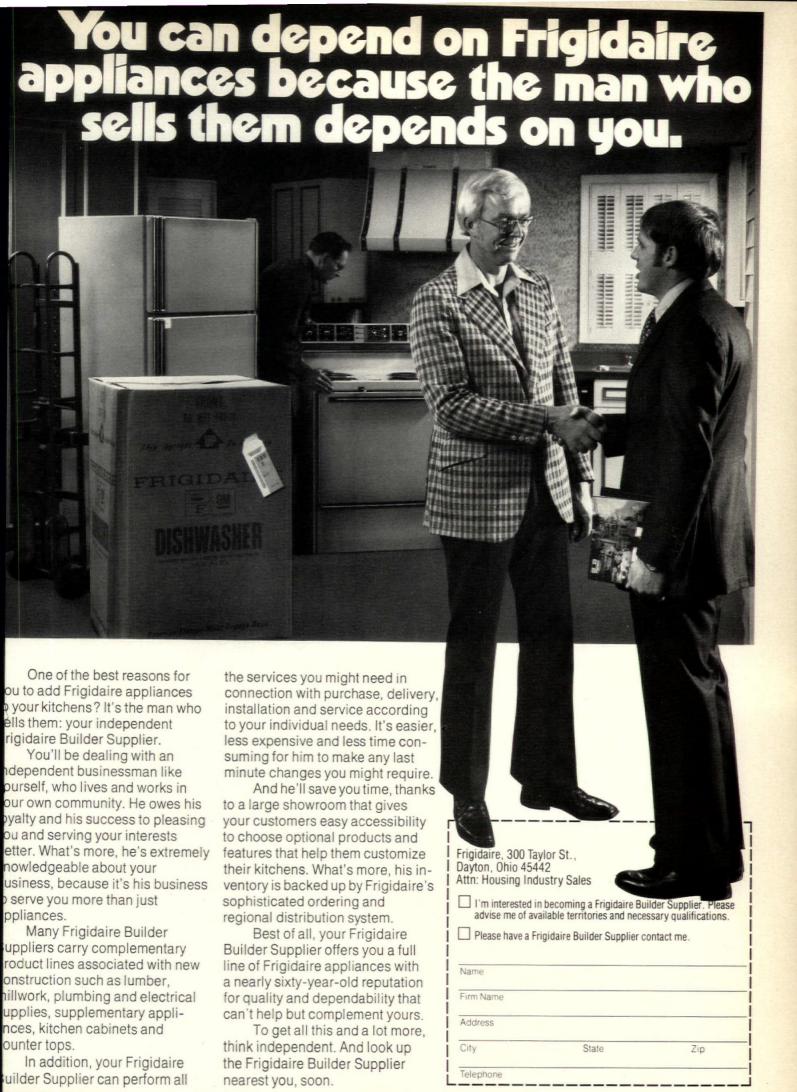




Hinged connector plate (left), use in truss construction, is made of 20 gauge steel. The device is suitable where a fold-down top chord is necessary. The product, designed for manufactured housing, allows the transport of trusses over highway with height limitations. Alpine Pompano Beach, Fla. CIRCLE 251 OREADER SERVICE CARD



**Double carport** (above) eliminates center support posts and permits eas access to the garage. The unit consists of roof, fascia, I-Beam, support coumns and hardware. The roof features aluminum panels with a baked-oenamel finish. Alcan, Warren, Ohio. CIRCLE 252 ON READER SERVICE CARD







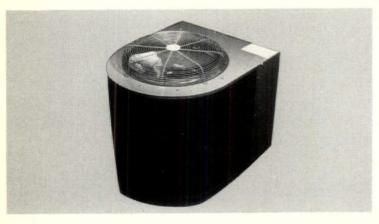
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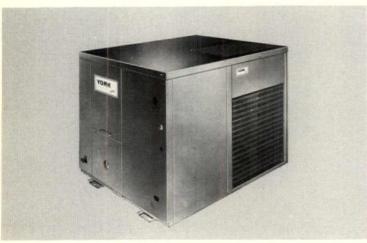
PRODUCIS/INTERIOR ELIVERICA



Blower coil, "CB11" (above), features a wide range of installation possibilities where space is a problem. Unit can be furred in the ceiling, suspended on a wall or tucked away in an attic or closet. Lennox, Marshalltown, Iowa. CIRCLE 253 ON READER SERVICE CARD

Residential condensing unit (below) is part of a line of high-efficiency models. The series ranges from 2½-to 5-ton units with Energy Efficiency Ratios of 8.0 to 8.4. Ratings are certified by ARI. Singer, Carteret, N.J. CIRCLE 254 ON READER SERVICE CARD







Residential air conditioner (above), part of the "Sunline II" series, provides year-round comfort. Electric air conditioning is coupled with natural gas-fired heat. Spark-ignition pilot light eliminates gas waste. York, York, Pa. CIRCLE 255 ON READER SERVICE CARD

"No. 571 Zone Valve" (left) controls temperature in zone heating where hydronic systems are used. Unit comes with ½", ¾", 1" and 1¼" bronze bodies with sweat connections. Taco, Cranston, R.I. CIRCLE 256 ON READER SERVICE CARD



Roof exhaust fan (above) combines efficient operation with contemporary design. Unit, available in round, square or vane styles, features aluminum housing, overlapping wheel orifices and bird screening. Power Line, New Britain, Conn. CIRCLE 257 ON READER SERVICE CARD

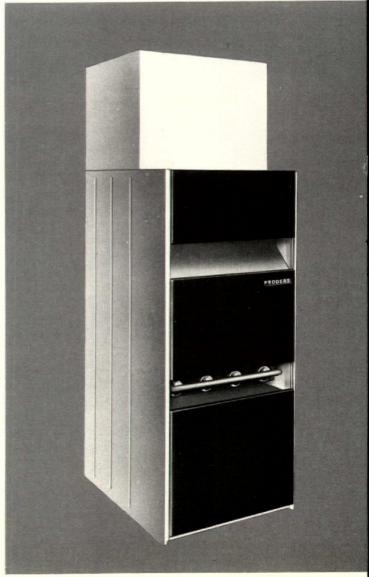




NELCO® compact wall heat (above) extends only 5%" from th wall surface. Unit, available in fou interchangeable wattages, features 5"x15" grille. The heater fits be tween studs on 16" centers. Squar D, Lexington, Ky. CIRCLE 258 OREADER SERVICE CARD

Thermostat setback device, The motimer M (left), is a fuel-savin unit. It resets the thermostat fou times in a 24-hour period. Easy-to install unit fits any round-type the mostat. Thermotrol, Madiso Heights, Mich. CIRCLE 259 O READER SERVICE CARD

Gas furnace, "Flexaire II" (below features direct-spark ignition an quiet operation. Unit is fully insulated for thermal efficiency and in cludes insulation in the blower compartment to suppress operating sounds. Fedders, Edison, N.J. CIRCI 260 ON READER SERVICE CARD



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Sculptured cut-and-loop carpet, "Country Brook," is 100% autoclave heatset nylon. The random leafy pattern is achieved through the "Versatone" resist dying process. Offered in 14 colors, the carpet retails for about \$10.95 a sq. yd. Salem, Winston-Salem, N.C. CIRCLE 244 ON READER SERVICE CARD



Geometric-pattern carpet, "High Authority" (left), can be bold or subtle depending on the coloration. The dense cut-pile fabric of Anso® nylon staple yarn is designed for heavytraffic areas. Karastan, New York City. CIRCLE 243 ON READER SERVICE

Multi-level plush nylon carpet, "Calypso Isle" (right), features a sixcolor abstract design. Offered in 13 colorations, the carpet retails for about \$9.95 a sq. yd. Alexander Smith, Amsterdam, N.Y. CIRCLE 240 ON READER SERVICE CARD

Deep brown "Espresso" ceramic tile (right) comes in crystalline and matte glazed finishes. Tiles are available in a wide range of shapes and in pre-grouted sheets. American Olean, Lansdale, Pa. CIRCLE 241 ON READER SERVICE CARD

Prefinished oak flooring, "Colony Plank" (below), comes packaged for easy installation. An assortment of 3"-, 4"- and 6"-wide planks are boxed to provide 26 sq. ft. of floor. Memphis Hardwood, Memphis, Tenn. CIRCLE 242 ON READER SERVICE CARD









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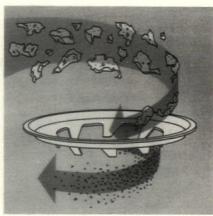


New Load-As-You-Like Washing. KitchenAid introduces a new, completely revamped washing system which makes loading easier and cleaning better. Top rack adjusts to 16 different positions to make room for big things in both racks.

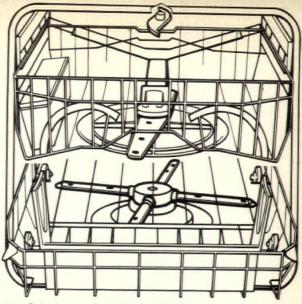


Soak'n Scrub, the pot cleaning cycle. First, it soaks pots and then scrubs the loosened food soil away with powerful streams of water, and filters it out of the wash system. Gets dirty pots, pans, and casseroles really clean.

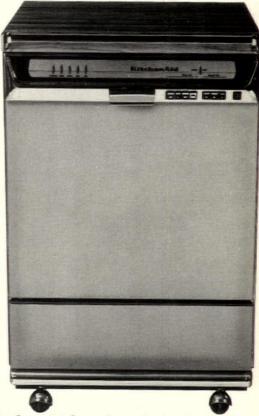
**Built-In Soft Waste** Disposer grinds soft foods into tiny particles that wash away easily. New self-cleaning stainless steel filter system prevents recirculation of food soil. A special Jet Spray cleans the filter automatically.



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ported from Italy (*left*) come in three designs. The 10"x10" tiles can be grouped in fours to create dramatic patterns. Quality Marble, North Hollywood, Calif. CIRCLE 236 ON READER SERVICE CARD

Striking plaid level-loop carpet, "Ferguson" (below), is part of the "Print Parade" collection. Tufted of Allied Chemical Anso® nylon, the carpet comes in four colorways. E&B Carpet Mills, Dalton, Ga. CIRCLE 237 ON READER SERVICE CARD



Basketweave pattern carpet, "Linos" (right), is a printed etched design. Offered in 10 colors, the dense-pile commercial grade carpet is manufactured of 70% Creslan acrylic fiber and 30% modacrylic. Majestic/Meridon, Chatsworth, Ga. CIRCLE 238 ON READER SERVICE CARD



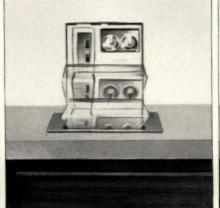


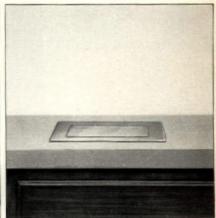
Geometric pattern, level-loop carpet, "Misty Shadows," is designed for use in kitchens, family rooms and other lived-in areas. Tufted of bulk continuous-filament nylon, carpet comes in 5 colors and retails for about \$4.99 a sq. yd. Ozite, Libertyville, Ill. CIRCLE 239 ON READER SERVICE CARD

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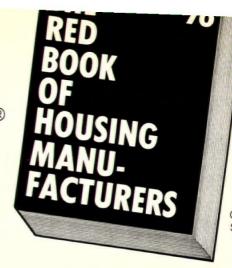
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# Here's up-to-date information on building materials and how to use them

Concrete masonry walls have more energy-saving properties than walls of wood, metal or glass. So says a study published by a manufacturer's association. Based on analyses made with a National Bureau of Standards computer program, the study found that the heavier (40 lbs per sq. ft.) concrete masonry wall is a more effective barrier to outside temperature and maintains internal temperature more evenly than the lighter 7-12 lbs per sq. ft.) wood or metal wall. This means a unit constructed of concrete masonry saves energyand money—two ways: It requires a smaller heating/cooling unit (lower first-time costs) and needs less energy to maintain comfort (lower utility bills). Other issues discussed: whether adding insulation to masonry walls is cost effective and what effect windows have on energy consumption. A copy of the publicaion is available for 50¢ from the National Concrete Masonry Assn., O. Box 135, McLean, Va. 22101.

Pressure-treated wood, traditionally used for such things as railroad ties ind fence posts, can help lengthen he life of a residential building as

According to a booklet published y the Small Homes Council-Building Research Council, decay- and insect-resistant treated wood should

- when wood is placed in contact with concrete, gravel or soil, as in the case of sill plates attached to a
- for framing that may be subject to high humidity or wetting by rain or dripping water.
- · when joists and subfloor members are less than 18" above the soil in crawl-space construction.
- when wood is placed at or below grade, such as an exterior basement

Seven common preservatives and their properties-odor, color, paintability-are compared in chart form and recommended preservative treatments are listed.

Fire-retardant treatments for wood are also discussed.

To read more about treated wood and its uses, order the booklet from the Small Homes Council-Building Research Council, University of Illinois at Urbana-Champaign, 1 East St. Mary's Rd., Champaign, Ill. 61820. Cost: 25¢.

Bracing wood trusses is the subject of an illustrated guide. The theory of and need for adequately braced trusses is explained. Three stages of

bracing are covered: lateral bracing specified as part of wood truss design; temporary bracing during truss erection; and permanent bracing, designed to work together with other structural parts of the building. Tentative recommendations for on-site handling and erection of wood trusses are included in an appendix. The guide is available for \$1.50 from the Truss Plate Institute, 7100 Baltimore Ave., College Park,

Wood-framing manual describes connnecting and strengthening devices designed to augment or replace conventional framing methods and materials. The devices can be used in foundation and floor-level framing (e.g. sill plate anchors used instead of foundation bolts); wall connections; roof anchorage and construction; and miscellaneous applications (clips used instead of backup studs in drywall construction, for instance). The eight-page booklet is illustrated with sketches of construction details. TECO, Washington, D.C. CIRCLE 300 ON READER SERVICE CARD

Steel joists can reduce total construction and maintenance costs according to a manufacturer's bro-

chure. The 12-page publication summarizes a survey that compared life-cycle costs of wood and steel joists in 24 multifamily projects. Analyzed were total floor-construction costs, floor-related repair costs prior to applying ceiling drywall and floor-related maintenance costs after building occupancy. The results, say the brochure, showed average savings of \$140 a unit in construction costs when steel rather than wood joists were used and savings of \$17 a year per unit subsequently. Detailed information about the survey's findings is included in the publication. as well as an explanation of how to evaluate possible savings achieved by using steel joists in a typical garden apartment project. U.S. Steel, Pittsburgh, Pa. CIRCLE 301 ON READER SERVICE CARD

Re-siding guide for home-improvement and remodeling contractors features step-by-step instructions. Twenty-two photographs show how to apply hardboard siding over existing siding or masonry exteriors. Also included are an illustrated section on estimating material requirements and a work sheet. Masonite, Peoria, Ill. CIRCLE 302 ON READER SERVICE CARD

# Formac red cedar panels help builders sell homes and save in siding costs.

When Centex Homes announced the sneak preview for their beautiful Pitcairn project in Foster City, California, they expected plenty of admiration for their red cedar shingle-finished homes.

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	_	Buchen/Reincke Inc.		M	A-L	Shakertown Corp1
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